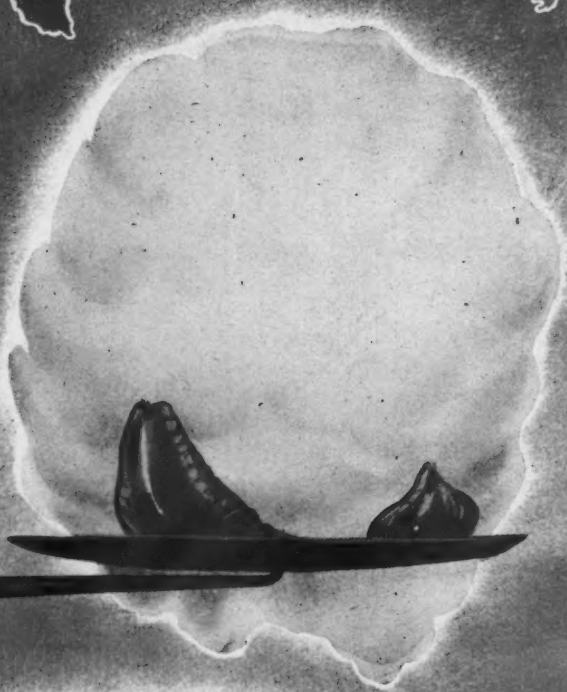
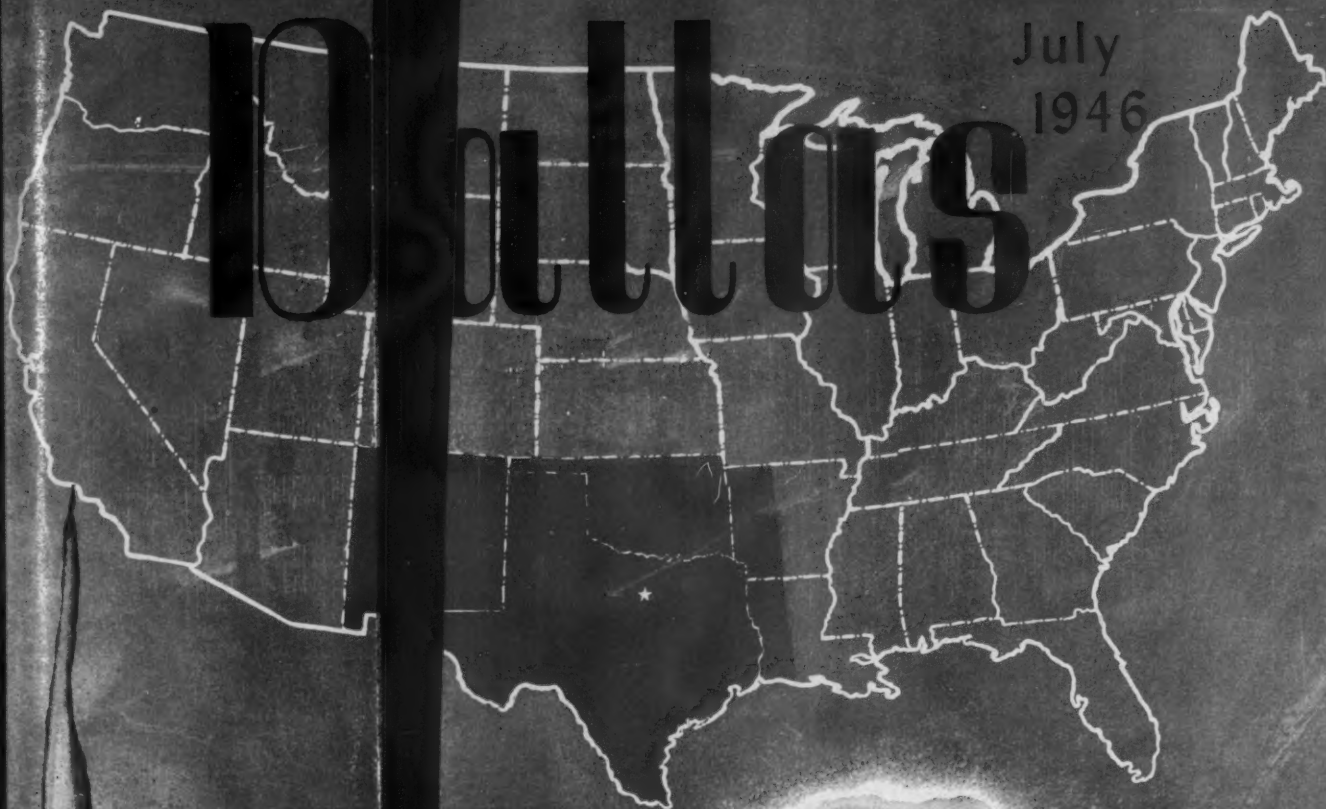


10 CENTS

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COTTON . . . a world force



DALLAS COTTON EXCHANGE

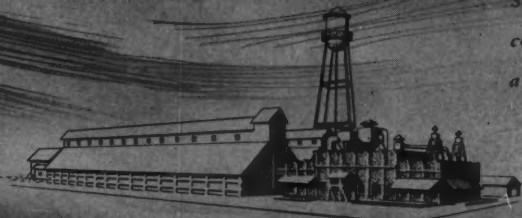
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A pause in the busy business life of Dallas early in 1880 in the offices of Chas. L. Dexter & Co. on Court House Square. Third from left holding paper is Chas. L. Dexter, founder of the firm, and second from right is George Dexter. The oldest insurance agency in Dallas, Chas. L. Dexter & Co. has been in business continuously since 1876.

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DALLAS

VOLUME 25

JULY, 1946

VOLUME 7

Established in 1922 by the Dallas Chamber of Commerce in the interest of Dallas and the Southwest, of which Dallas is the service center

CLIFTON BLACKMON Editor
THOMAS J. McHALE Advertising Manager



Member Southwestern Association
of
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Advertising rates on application. Subscription rates, \$2.00 per year. Single copies, 20 cents. Foreign, \$3.00 per year. Published monthly and entered as second-class matter, February 6, 1922, at the Post Office at Dallas, Texas, under the act of March 3, 1879. Reprint permission on request. Offices 1101 Commerce Street, Dallas 2, Texas. Telephone R-8451. *Dallas* is owned and published by The Dallas Chamber of Commerce. Its objective is to assist the Southwest in achieving a sense of unity and co-operation by presenting articles which may prove interesting and informative to business men. Neither *Dallas* nor The Chamber of Commerce stands sponsor for nor is committed by the views expressed by authors in these articles.

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DALLAS • JULY, 1946

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The Red Feather, with its circle of stars, is being adopted as an emblem of the Dallas County Community Chest. The new symbol, the national emblem of the Community Chests of America, is surrounded by 12 stars, signifying the continuous year-round service of Chest Agencies.



This Message is Sponsored in the Interest of Community Welfare By

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WASHINGTON

By DALE MILLER

Representative of the Dallas Chamber of Commerce
in the Nation's Capital

Our Internecine War

THE severe shock to our economic system caused by recent widespread strikes, and the farcical behavior of our Government in its tender approach to the problem, are thus far the predominant highlights of 1946. This is a dubious distinction to be achieved by a great people who are testing their democratic system in the caldron of the post-war world.



DALE MILLER

To put the matter less euphoniously, this is a disgraceful exhibition, one which does more than breed contempt of democracy in the outside world; it is insidiously breeding contempt of democratic processes among many Americans as well.

Behind the scenes in Washington there is a growing apprehension—an apprehension being felt even by the patronage politicians who ordinarily ignore the relationship between political chicanery and our delicately balanced social and economic structure—that a condition has been created which may produce a serious upheaval. It is a disturbing thought that, after winning a world war against powerful enemies, we are failing utterly to cope with an internecine political crisis—an economic and social war at home which could be won merely by the enactment of law. And they are beginning to realize that the failure to win this war at home could prove as costly in its own way as a failure to win a conflict with a foreign foe.

If the consequences were not so serious, the political antics of the past several weeks could be regarded as entertaining opera bouffe. They produced more than the usual quota of paradoxes and strange bedfellows. There was the spectacle of union bosses extorting more concessions from Government operators of struck

plants than they would have been satisfied with through negotiations with private owners. There was the spectacle of the President insisting on the passage of labor legislation that went too far, and then vetoing labor legislation that did not go far enough. There was the spectacle of the president of the National Association of Manufacturers praising John L. Lewis as a patriotic American, of Senator Taft and Senator Pepper standing side by side to assail President Truman, and of the *Wall Street Journal* and the Communist *Daily Worker* preaching the same editorial gospel to defeat the identical bill.

Truly, politics is a strange and wonderful world.

The end result of this bizarre charade has been the conspicuous failure of a civilized society to meet an issue which is capable of striking a mortal blow to the most advanced social and economic system yet devised by mankind. An assertion of this kind may seem rather dramatic and extreme, but more and more responsible observers in Washington are becoming incapable of reducing the crisis to any lower denominator. It is difficult to explain, for instance, what otherwise can be expected to result if the giddy spiral of higher wages and higher prices—of inflationary demand and crippled production—is not firmly arrested. It is a vicious cycle which can assume catastrophic proportions. The higher cost of living, which ostensibly produced the strikes for higher wages, is in itself becoming higher because of the impact of higher wages effectuated by the strikes, and the falling off of production occasioned by workless weeks is reducing the supply of consumer goods and is thus accelerating the cycle.

Some of the trouble was inherited from the war, of course, but much of it has been produced by arrogant individuals (and Mr. Lewis is not alone in this category) who are stronger than the Govern-

ment and who know it. They know, too, that the absurd one-sidedness of such laws as the Wagner Act, which purport to define the relationship between labor and management, compels them to be more grasping and domineering than they otherwise need be. These statutes make the job of being a labor leader a highly competitive occupation. They confer such power on unionism generally that the boss of each particular union must exploit that power to the utmost or risk being swept aside by radical elements within his own union who can promise more lush "benefits" to its members. He thus must wangle as much or more for his own members as rival labor leaders grab for theirs. He cannot afford to be a weak sister in that racket.

Level-headed statesmen in Washington are agreed that the real job confronting the Government is to find some way to protect the legitimate rights of labor and yet to make impossible the exploitation of those rights at the expense of the public interest. There is little disposition on Capitol Hill, even among those most angered by recent events, to turn back the calendar on collective bargaining and the right to strike. It is well recognized that certain positive rights belong to labor in the complex industrial society of today. But it is fully as much in the interest of labor itself as of the general public that those rights should not be abused. Sooner or later a line of demarcation must be firmly drawn, and it had better not be "later."

What is urgently needed, of course, is a sound and clearly defined national labor policy *within the bounds of which* the processes of collective bargaining and the right to strike can be exercised. It is not too difficult to devise such a formula, but it will prove exceedingly difficult to enact it into law. The power of labor to dictate the policies of Government is decidedly great; but the significant point to remember is that this power is great only because it is cohesive and organized and uncompromisingly stern. It could not stand against the power of the people, if the people would arise phoenix-like from their ashes of indifference and contempt and grow to a decisive force.

Many members of Congress, even those from industrial districts where organized labor is strong, devoutly wish that the people would become aroused and demand a change in the course now being pursued. This may sound odd, since the power to change that course now resides in those very Congressmen. But the criti-

(Continued on Page 78)



What's Happening to Texas' Venerable King of Agriculture

TODAY all is not well with cotton.

This highly important economical giant—Texas' chief crop on approximately 273,000 farms out of a total of some 418,000 in the state—is sick.

But in its drive to restore the venerable monarch of the State's agriculture to vigorous, good health, an aggressive leadership in the industry is finding ample evidence for being of good cheer.

While face to face with many factors far from optimistic, cotton's proponents are taking hope from some of the brightest prospects in decades. On the plus side, they are finding encouragement in expanding research to unearth new uses, mechanization of production, soil improvement, cotton's war record, and a determined leadership such as that exemplified by the work of the State-Wide Cotton Committee of Texas.

So much for a summary of the immediate, happy prospects. As to the other side, one can point to the inroads of synthetic fibers, foreign competition, and apathy on the part of many a cotton farmer.

To tackle the vast and involved problem and acquire a keener understanding of cotton, the industry will devote two days to the seventh annual Cotton Research Congress at the Baker Hotel in Dallas July 8 to 9. The theme will be: "Cotton—A World Force." Experts to be brought together by the State-Wide Cotton Committee of Texas to lead the discussions will include research scien-

tists, producers, shippers, handlers, economists, and processors of cotton.

Under examination will be an industry that for the 1945-1946 season had a money value in Texas totaling in excess of \$229,868,000 for cotton and cottonseed, or 19.1 per cent of the total for the nation. Not so many years ago cotton was only a fiber crop. Its seed was considered useless. Today, that seed brings the farmer as much as his fiber did 50 years ago. Value of cotton fiber produced in Texas during the 1945-1946 season was in excess of \$191,032,000 or 18.9 per cent of the United States total. Value of cottonseed for the same period was in excess of \$38,836,000, or 20.8 per cent of the nation's total. These totals are based on figures from the United States Department of Agriculture and the Bureau of Census. The cottonseed figures are reported for the season through April 30. While the season does not end until July 30, the bulk of the production is accounted for in the totals reported.

Statistically, the significance of cotton to Texas is also revealed by figures on ginnings, cottonseed crushed, oil produced, cake and meal, hulls and linters. Cotton produces in great volume five important raw materials: (1) Cotton lint fibers, the base of the textile industry; (2) food, in the form of vegetable oil and flour high in protein content; (3) concentrated protein feed, in the form of cottonseed meal and cake; (4) roughage feed, in the form of cottonseed hulls, equal in feeding value to high-grade hay; and (5) cotton linters, the basic raw material for many industries.

Figures for the 1945-46 season show that cottonseed crushed in Texas totaled 681,262 tons, or 22.2 per cent of the nation's aggregate. Cotton oil produced aggregated 205,123,000 pounds, or 21.5 per cent of the U.S. total. Cake and meal for the year aggregated 315,302 tons, or 23.3 per cent of the nation's total. Texas produced 158,497 tons of hulls, 21.5 per

cent of the U. S. total, and 214,806 bales of linters, 23.2 per cent of the U. S. aggregate. Texas' ginnings for the 1945-1946 season exceeded 1,803,454 bales, or 20 per cent of the U. S. total.

That Texas' strategic location, from the standpoint both of the globe and the North American continent, together with the growth requirements and characteristics of the cotton plant, makes cotton the best crop for most of Texas by a wide margin is the view of Dr. A. B. Cox of the University of Texas, who is regarded as one of the leading cotton economists.

"Cotton not only produces more value per acre than can be produced from any other major crop in this region, but it is the most dependable crop and draws less fertility from the soil than any other crop capable of occupying large acreage of land in Texas," he points out. "Costs of producing cotton are now relatively high compared with synthetic fibers and some foreign growths. These high costs of production are due primarily to the excessive amount of hand labor used in its production, especially in chopping and picking. Modern science and technology have developed far enough to show by demonstration that both of these operations are capable of being mechanized on a large scale on smooth lands such as exist in the main cotton growing regions of Texas, especially the high planes, the Gulf coast section, including the Corpus Christi area, and the northern blackland region of which Dallas is the economic center." Dr. Cox continues:

"The mechanization of cotton production is unquestionably the biggest thing coming to Texas agriculture in the near future. The manufacture, distribution, and financing of this equipment should logically radiate from Dallas and will if Dallas business men have the vision and the will to do it.

"Basically, the opportunity for cotton is what we make it. It is America's best



MECHANIZATION is modern farming trend being counted on heavily to help solve cotton's production cost problem. Pictured is H. P. Smith, chief of agricultural engineering at Texas A. & M. College, operating the school's experimental stripper with burr extractor unit.

major crop in terms of dollar value produced per acre. Cotton lint itself takes practically nothing out of the soil. Cotton has a world market, and the world consumption is capable of being greatly expanded.

"Cotton has its problems but they are capable of being solved. Mechanization can and will most surely lower cost of production. Cotton is a clear culture crop, and that in a climate where rainfall occurs in the form of heavy down-

pours creates a serious problem of soil erosion. This problem can be and is already being solved by known mechanical means and cultural practice.

"Texas and Texans need to give far more research and teaching to working out a permanent system of agriculture around cotton as a major crop under fully mechanized conditions.

"Industries based on cottonseed and cottonseed products are far more important to Texas' economy than appears

from a catalog of the industries themselves. An abundant supply of cottonseed meal and hulls is essential to our growing dairy industry. The range livestock industry is as efficient and great in Texas as it is, partly because of cottonseed cake. Commercial feed manufacturing in Texas has come to be a major business, and cottonseed products are vital raw materials for it. These are merely examples of the vital role these industries and products are playing in Texas' economy.

"Texas has a tremendous stake in the cotton industry. Fortunately, the industry has great potentialities for improvement by lowering costs and improving qualities. Texas needs above all to work out, through technical and economic research, a cotton policy and program to match the importance of cotton to Texas."

General chairman of the State-Wide Cotton Committee of Texas, Burris C. Jackson of Hillsboro emphasizes that cotton and cottonseed owe more to research than any other crop.

"Cotton is, in fact, the only important crop of the United States that cannot be used until processed by machines and methods developed through research," he points out.

"Research made cotton a world force, a renewable source supplying man's basic needs for clothing, food, and shelter. The world's need for these essentials, combined with soils and climate unexcelled for producing the one crop which supplies products to meet all of these needs, built the city and the region

FIVE BASIC RAW MATERIALS—lint fibers, vegetable oil, protein feed, roughage feed, and linters—come in great volume from cotton. Exhibits at Cotton Research Congress will graphically tell story of cotton's ramifications.





COTTONS to give fashion coolness in summer months are featured in the Dallas women's and children's apparel field. Typical is the cotton seersucker playsuit pictured above, product of Clock-Wise Fashions of Dallas. New fabrics are being developed to help cotton maintain its leadership in the textile field. Shown at right is Dallas plant of Procter & Gamble Manufacturing Company, where cotton oil plays a big role in the production of Crisco and the concern's other brands of shortening.

known as Dallas and the Dallas Southwest.

"These facts make it especially appropriate that Dallas, for the fifth time in seven years should be host to the Cotton Research Congress sponsored by the State-Wide Committee of Texas. 'As cotton goes, so goes the South,' the Secretary of Agriculture has said. He could have added, 'and the world,' for the economic well-being and physical comfort of every citizen of the Dallas Southwest, the United States, and the world are inevitably influenced by cotton."

With the future of cotton viewed as depending to some extent on new uses

uncovered by research, cotton insulation is a shining example of new-use development. Becoming available first in 1940, it has stemmed from the urgent need to find uses for certain qualities of lint (virgin) cotton. Its development has established a new market for cottons not required in the manufacture of established products and makes possible the use of the fiber for which the cotton farmer generally has had most difficulty in finding ready outlets.

It is explained that, under conditions of war or peace, such cotton supplies are in surplus abundance. A high level of quality, however, has been established for cotton insulation through specifications prepared by the United States Department of Agriculture and under which the manufacturers of cotton insulation operate.

New uses alone will do relatively little, however, to check cotton's declining importance as a cash crop, it is asserted in a report prepared by a national committee of economists, whose eight members included Dr. L. P. Gabbard of Texas A. & M. College. Their view is that the problem must be tackled from the standpoint of such fundamental ills as net per-man production, trade barriers, population pressures, low capital resources, low physical resources, substitute fibers, poor living conditions, low educational levels, poor utilization of labor and other resources.

Even though all the vague new uses for cotton and waste products were suddenly proved practical, which is a wild assumption under almost any condition, these fundamental ills would not be

healed, the committee declares in its report, published in the *Journal of Farm Economics*.

The report pointed out that from 20,000,000 to 25,000,000 persons are wholly or partially dependent upon the cotton industry as a source of income, but that in the last 20 years cotton has been losing in its relative importance as a cash crop. The report added that, including what the farm furnishes for living, the income from cotton in 1939 was less than one-fourth of the total, while in 1924 it was one-half.

It is because of the importance of this crop that policies, programs, and methods will determine, not only the future of the cotton industry but, to a large extent, the future of agriculture in the South, the report pointed out.

Ranchers and dairymen will probably agree that feed is the most important part of the Texas cotton crop. An acre of average Southwestern cotton will produce more pounds of livestock feed than lint or linters. A. L. Ward, director of educational service for the National Cottonseed Products' Association, explains that 1,400 pounds of average Southwestern seed cotton will produce a 500-pound bale of lint cotton, 16 pounds of first cut linters (from seed), 62 pounds of second cut linters (from seed), 400 pounds of cottonseed meal, 240 pounds of cottonseed hulls, and 130 pounds of cottonseed oil. This adds up to 578 pounds of lint and linters, for cloth and other fiber uses; 640 pounds of meal and hulls for livestock feed; and about 17 gallons of oil for shortening and

(Continued on Page 14)



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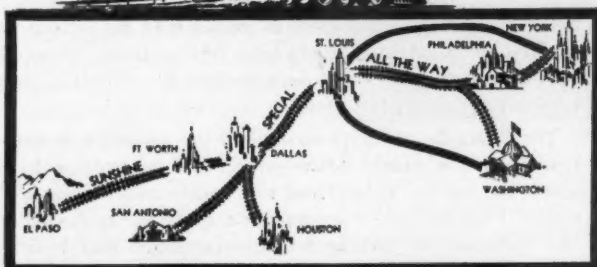
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INSULATION...

New Market for Cotton

DEVELOPED during the immediate prewar years, flameproof cotton generally is accepted as the most promising of all new cotton uses. In America's great postwar building era, it may prove to be the greatest single factor in keeping cotton king.

Startling to the Texas farmer who has been accustomed to easily inflammable cotton, this new product is chemically treated to make it flameproof, mold and mildew-proof and vermin-resistant, a product of interest to the builder and the industrial user of insulation.

Of the some ten companies currently manufacturing cotton insulation, a Texas concern has been the pioneer. Seven years ago, in 1939, D. F. Forwood of Taylor produced the world's first flame-proof cotton insulation.

Since he and his brothers in 1903 launched their Taylor Bedding Manufacturing Company, he has sought to keep the South's "white gold" from becoming its white elephant. But it took his discovery of practical processes for manufacturing cotton into a high quality insulator to satisfy this pioneer cotton crusader that at last he had something which could utilize cotton on such a scale that it could materially improve the cotton economy of an entire empire.

What a factor this development has been and is destined to become may be seen in figures which show that in 1940 only 110 bales of cotton went into insulation, while in 1945 the total was up to 20,000 bales. Mr. Forwood considers as conservative the estimate of an annual consumption of 500,000 bales by insulation manufacturers in these postwar years, even if no more than 10 per cent of the potential market is won over to cotton.

The Pharaohs of Egypt recognized the insulating qualities of cotton. Then, for nearly 4,000 years, civilized peoples forgot. Only within the past few years, faced with a disturbing surplus of American cotton, have the nation's economists made the re-discovery. In this Mr. Forwood, by making a cotton insulation that is fire-resistant, has been the prime mover.

Just a few years ago, Taylor Bedding and Manufacturing Company introduced its patented, trade-marked *Ins-Cotton*. Output of the new product was measured in pounds.

"Today we could sell ten times our present daily output, if we had adequate materials and manpower," says Oliver P. Harris, general sales manager.

To the home builder and the user of industrial applications, cotton is of particular interest since it is credited with having higher insulating values than any of ten other most widely used insulation materials now being marketed, on the basis of figures furnished by E. H. Omohundro, principal agricultural economist of the United States Department of Agriculture. Other advantages claimed for cotton insulation are its light weight and the ease with which it can be installed. Made up in batts, covered with heavy waterproof paper or metal-foil backing, cotton insulation can be unrolled to cover the entire surface of an attic in the course of a few hours. In new construction it can be put into place in the walls with a minimum of labor.

Sales promotion efforts of the National Cotton Council of America

FACTORY SCENES at Taylor Bedding Manufacturing Company show (1) hundreds of bales of cotton in the concern's own yards which supplement its warehouse stock, (2) feeding of the baled cotton into the processing machinery, (3) feeding treated cotton into the driers, (4) fabricating machinery laying down layers of cotton insulation, and (5) end view of fabricating machinery. Note roll of insulation coming off at far end of line.

—Photographs by Thomas K. Cone, Jr.





LABORATORY TESTS of Ins-Cotton insulation are shown being conducted by Sam H. Wilson, inspector for the Department of Agriculture, Oliver P. Harris, general sales manager for Taylor Bedding Manufacturing Company, and Arthur P. Barton, purchasing agent, seated. Ins-Cotton is shipped all over the United States. Photo shows loading of freight car with Ins-Cotton for shipment to Harper-Meggee Company, Portland, Oregon.

and the Cotton Insulation Association, made up of manufacturers of the product, have been largely concentrated on securing a foothold in the residential construction field, since this market is the largest single outlet for insulation of all sorts. About 7 per cent of the houses in Texas are insulated; 85 per cent should be, says Mr. Forwood.

Industrial outlets, which constitute a sizeable market in themselves, are by no means being neglected, however. Already a widespread publicity program has been launched on recent applications of cotton insulation in railroad refrigerator cars and refrigerator truck bodies. Currently, tests of cotton insulation are being conducted by the Illinois Central Railroad in an express refrigerator car. Engineers installing the new insulation say that it will result in an average of 35 per cent greater insulating efficiency in the car surfaces, and that use of cotton has the additional advantage of saving more than a ton of dead weight in the car. Users of cotton-insulated refrigerator truck bodies report that there is no tendency of cotton to pack down in the sides of the truck as a result of driving over rough roads, but that instead the curly cotton fibers cling together and tend to fluff out.

Cotton insulation manufacturers already have begun an invasion of such markets as cold storage plants, frozen food locker units, cold drink boxes, automobile and airplane bodies, home trailers, busses, railroad passenger cars, and numerous others.

Admittedly current production of cotton insulation is far from the figure needed to absorb 500,000 bales a year. At present, the output of manufacturers



is requiring cotton at the rate of about 27,000 bales a year, on the basis of Department of Agriculture figures. But the cotton industry, it is explained, is not at all discouraged by this seemingly low production rate, for the gains during the few years cotton insulation has been manufactured have been steady and relatively substantial. Production of the product has advanced from 281,523 pounds of insulation during the 1940-41 fiscal year to 8,625,342 for the 1945-46 fiscal year, it is revealed by Department of Agriculture figures.

Cotton insulation production currently is subsidized by the Federal Government at the rate of 9 cents per pound of the impregnated product. On July 1, the subsidy rate was scheduled to drop to 7½ cents per pound for the 1946-47 fiscal year. It is planned that the subsidy will be lessened progressively as the industry continues to expand into real mass production.

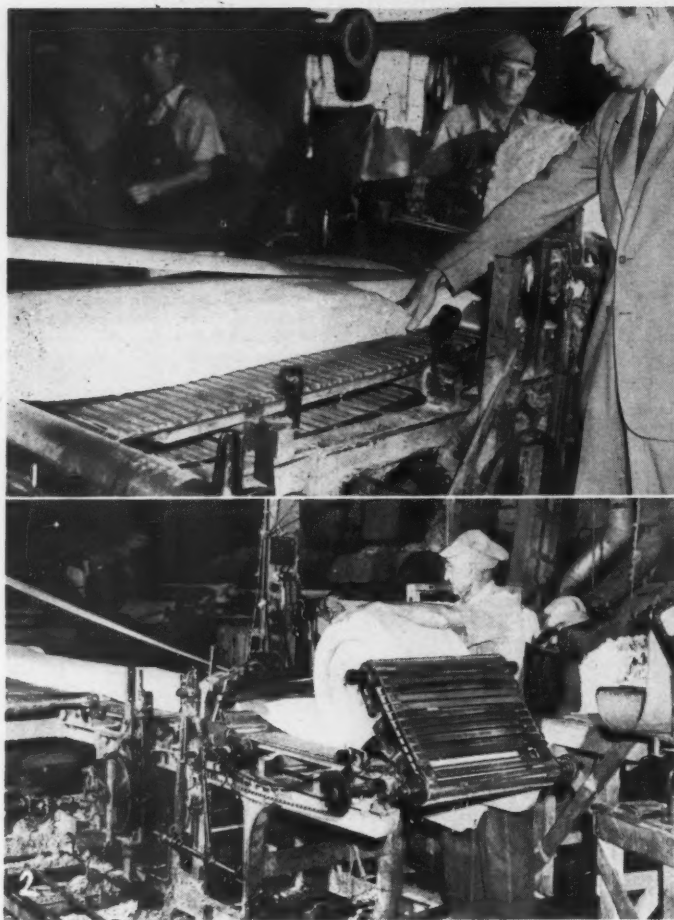
It is declared that undoubtedly further perfection of processing techniques will

come about. At present the cost of containers in which insulation is packaged represents about 9 per cent of the manufacturers' prices of the finished product, excluding incentive or subsidy payments. Through continued study, it is felt this cost should be materially reduced.

Intensified advertising and promotion programs are already serving to familiarize architects, engineers, builders, and consumers with the multiple advantages of using cotton. Continuance of this program, both by the cotton industry and individual manufacturers, will serve, it is believed, to stimulate further the demand for flame-proof cotton, justifying large expansion of processing facilities which in some instances already are becoming strained.

Of interest to Texas farmers is the fact that cotton insulation utilizes the short staple cotton of this area, which so often suffers in competition with higher grade cottons for most uses.

Besides Ins-Cotton, Taylor Bedding Manufacturing Company is recognized



TEST OF INSL-COTTON for resilience (1) is being made by L. D. Hammack, vice president of Taylor Bedding Manufacturing Company. Insl-Cotton is shown coming off the line in 3-inch thickness (2) which is said to be equivalent to an average of 3½ to 4-inch thickness for other types of insulation. Pictured (3) is D. F. Forwood, president of Taylor Bedding Manufacturing Company. H. C. Booth, auditor of the Taylor company, (4) is shown examining Insl-Cotton for its density.

for its other cotton-consuming products. Under war contracts the firm, now moving its Insl-Cotton and furniture divisions from Taylor to Belton, furnished more than one-third of the bedding re-

quirements of the armed forces, a total of 4,056,451 articles of bedding. For their manufacture, 162,258 bales of cotton were utilized, 22,000,000 yards of ticking.

Peace-time products of the company include, for the dry goods trade, batting, quilts, comforters, quilted pads and padding; for the furniture trade, mattresses, box springs, divan-bed groups, mattress protectors; for the building trade, Insl-Cotton, concrete curing pads; and for furniture manufacturers, upholstering felt.

Cotton

(Continued from Page 10)

other human food purposes. This total will vary with the variety of cotton, yield, season and other factors.

Cotton acreage for harvest in Texas in 1945 totaled approximately 6,240,000 acres as compared with a 15,598,000-acre average for the period 1928-1932, just previous to the program in the 1930's to reduce cotton acreage. The percentage of decrease is considerably more than the decline for the entire United States from 40,541,000 acres (1928-1932 average) to 18,008,000 in 1945.

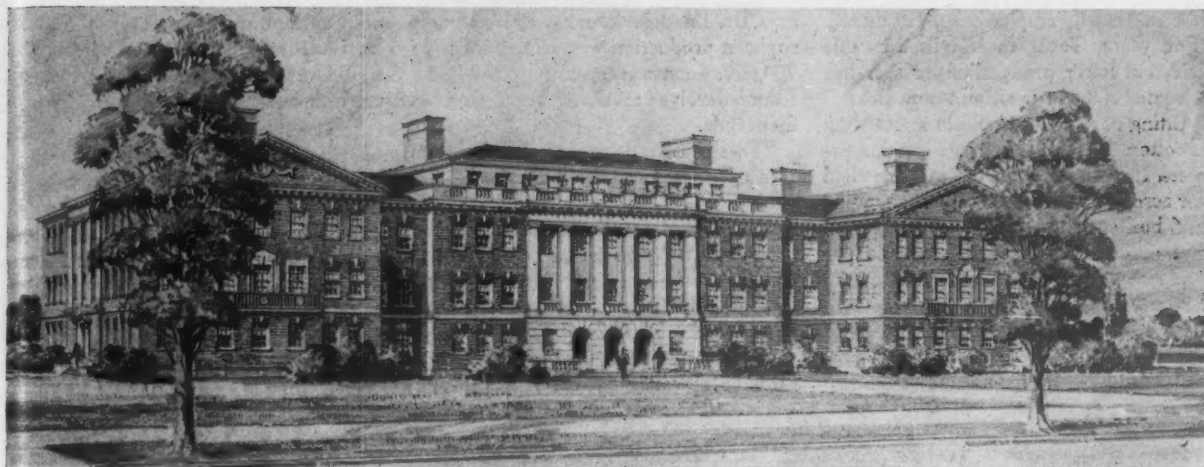
Texas farmers' cash receipts (not crop value) during 1945 were \$196,-

320,000 from cotton and \$26,819,000 from cottonseed, or a total of \$223-139,000, it is revealed by figures of the United States Department of Agriculture. This combined cash income from cotton and seed in Texas is more than the cash receipts from all crops in 36 of the other 47 states of the Union. The only states that received more income from all crops than Texas received from cotton and cottonseed alone were Illinois, Iowa, North Dakota, Nebraska, Kansas, North Carolina, Georgia, Florida, Washington and California.

Texas farmers received \$100,000,000 more cash income last year from cotton and cottonseed than they did from all

truck crops, plus all citrus fruit. Cotton and cottonseed accounted for 40 per cent of the Texas total cash receipts from all crops (\$557,808,000) in 1945, even though unfavorable weather made the smallest cotton crop in many years.

Cottonseed alone (\$26,819,000) brought Texas farmers more cash income last year than all crops sold brought farmers of any of the following states: New Hampshire, Vermont, Rhode Island, West Virginia, Wyoming, or Nevada. Compared with other Texas crops, cottonseed alone brought more cash income than Texas oranges, peanuts, peaches, Irish potatoes, or sweet potatoes.



RESEARCH: Texas Foundation Launches Program For Revitalizing State's Agriculture

TEXAS ranks first in the total number of bales of cotton produced but its cotton yield per acre is the lowest in the South.

Texas' average yield per acre from 1935 through 1942 was 159 lint-pounds. Mississippi averaged 295 pounds. The difference cost Texans \$259,460,800.

Ambitious to tackle this and many another problem linked with Texas' agricultural and industrial development, the Texas State Research Foundation was at last month's end well on its way toward raising \$625,000 for a six-year operating fund.

Adopting a four-fold program to achieve such other goals as technological independence for Texas industry and boosting the per capita income of all Texans, the Foundation came into being after years of planning when Karl Hoblitzelle last April announced gifts totaling \$250,000 from the Hoblitzelle Foundation and the Esther T. Hoblitzelle Trust Fund.

This fund will be used to build the first unit of the Foundation's laboratories. The building will adjoin the campus of Southern Methodist University on land made available by the university. The Foundation, however, will not be a part of S.M.U. but, chartered by the State of Texas, will operate as a non-denominational, non-profit, independent organization.

The Foundation has taken over S.M.U.'s Institute of Technology and Plant Industry, which was headed by Dr. C. L. Lundell, whose brainchild the new

research foundation is.

As outlined, the four major objectives of the Texas State Research Foundation are:

Agriculture—To develop adapted varieties of staple crops, such as soybeans and hybrid corn; to introduce and promote new crops, such as safflower; to investigate the native plants of the Southwest to find new sources of raw materials for industrial and other uses; to promote stock farming through feeding, forage crop and pasture research; to develop land use practices for reclaiming Texas soil and conserving Texas water; to carry on fundamental soils research to determine ways to restore fertility.

Industry—To develop new industrial outlets for farm produce, surpluses and waste products; to provide technological training for men going into industry; to supply the need for research facilities to carry on special research for Texas industry on a sponsored basis.

Education—To provide scholarships and facilities for the training of Texas boys and girls to become good farmers as well as technologists and scientists; to set up demonstration farms to carry to the land the most advanced farming practices known to science; to serve as a clearing house for scientific and economic information for the public.

ARCHITECT'S VISUALIZATION of the proposed laboratories of the Texas State Research Foundation is pictured at top. Mark Lemmon is architect for the building, which will adjoin the campus of Southern Methodist University. Karl Hoblitzelle has contributed \$250,000 to construct the first unit.

Economics—To analyze markets, for new crops and new products must have assured outlets at competitive prices; to guide researchers in applied work to ascertain that the goals are practical; to maintain liaison between established institutions of the Southwest to avoid duplication of research effort.

Active for many years in scientific research in the fields of economic botany and agriculture, Dr. Lundell contends "there are no weeds."

"All plant life has some specific role in our economic life," he explains.

"During the past four years, practically all science has been devoted to war and its machines. It is now time to devote the work of scientists to our peacetime agriculture and industry. The many accomplishments already made in these fields are only a beginning. In many states, scientific research has already worked miracles, as evidenced by advances in soybean and hybrid corn development in the Midwest. In industry, we must be awake to the use of adaptable crops to this area and to take advantage of waste and by-products if we are to build a sound economy."

Sponsors of the Texas State Research Foundation point out that indicative of the Foundation's need is the fact that Texas no longer ranks first in the total value of agricultural products. California and Iowa, whose combined areas are much less than Texas, now rank first and second, with Texas third.

"This represents a tremendous difference in income to individuals and busi-

ness in Texas," emphasizes Dr. Lundell. "For years, Texas ranked first in this field, but lower production per acre has relegated it to the position it now holds."

Citing corn as an example as startling as cotton, Dr. Lundell points out that between 1932 and 1941 Texas' average yield per acre was 15.5 bushels. Iowa averaged 40.6 bushels. At prevailing prices during that period, the difference in yield per acre meant a difference of \$75,424,520 to Texans.

"One of the most intriguing crops of all—soybeans—provides one of the most marked differences in income to Texas,"

says Dr. Lundell. "During 1943, Illinois soybean production was valued at \$127,789,620. Texans received only \$349,680. Illinois received millions; Texas eked out thousands.

"These illustrations are only a few samples of what scientific research can accomplish. Through its program, the Texas State Research Foundation hopes to recapture Texas' first place in the agricultural sun, and to provide the necessary developments to make the state also an industrial empire.

"If Texas had matched the production of other top-ranking states with respect to

nine agricultural items only, the state's agricultural income in a single year would have been increased by the sum of more than \$1,000,000,000."

It is announced that a minimum annual budget of \$100,000 is required by the Foundation to obtain first-rate scientists and to maintain a stable organization. A six-year plan has been formulated, with the budget being raised by subscriptions and pledges of \$125,000 annually for five years. Reports of campaign workers reveal that more than one-half of the fund has been raised, with the goal expected to be reached within the next few weeks.

In addition to the gifts for the initial building, Mr. Hoblitzelle has contributed to the operation of the Foundation for the next six years with an added grant of \$50,000, contingent upon other subscriptions to the operating fund.

"It is my deep conviction that the great need of Texas is for a strong, independent research institution to lead in the revitalization of the rural economy, to undertake technological research which will insure for our farmers a market for their produce through new industrial outlets. Such an organization can serve as the catalyst to expand research and to raise the standards of existing organizations in the state, for it is an historical fact that private institutions set the pace for state institutions."

He said that he was making the contributions also because of the kindnesses shown himself and the late Mrs. Hoblitzelle by the people of Texas.

Nathan Adams, chairman of the board of the First National Bank, and John W. Carpenter, president of the Texas Power & Light Company, are co-chairmen of the fund-raising campaign.

"During the past ten years nothing more important to the welfare of the people of Texas has been presented for their support," said Mr. Adams. "This is an excellent opportunity for us to do something for the entire state, and at the same time reap benefits from it."

Declared Mr. Carpenter: "The land is the basis of all our wealth. Agricultural prosperity is essential to a stable economy. Providing the necessary funds to carry forward the research program of the Texas State Research Foundation is of the utmost importance to all of us."

It is requested that subscriptions and pledges be made payable to the Texas State Research Foundation and mailed to Mr. Adams, First National Bank. P. O. Box 6031, Dallas.



7 LEAGUE STEPS
to
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- 1 Fit Cotton Into Balanced Farming
- 2 Take Care of Your Soil
- 3 Get Together on the Best Local Variety
- 4 Make Your Labor Count
- 5 Control Insects and Diseases
- 6 Pick and Gin for High Grade
- 7 Sell for Grade and Staple Value

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RUBEROID

Selects Dallas for Southwest Manufacturing Operations

With Dallas selected for its Southwest manufacturing operations, The Ruberoid Company, one of the nation's top manufacturers in the building materials field, has awarded to Robert E. McKee of Dallas the general contract for the construction of an initial \$1,000,000 factory unit on a 37-acre site purchased on Eagle Ford Road near the Texas Company refinery.

The plant, where asphalt and asbestocement roofings and sidings and allied building materials will be manufactured, is expected to be in operation some time in 1947 and will provide employment for about 400 persons, it was announced by Stanley Woodward, vice president of Ruberoid in charge of the company's Southern division, with headquarters at Baltimore, Md. The main building will be approximately 100 feet wide and 800 feet long.

"Erection of the Dallas factory," Mr. Woodward said, "is part of a program of plant expansion and improvement inaugurated by the company to help meet the unprecedented demand for building materials in the South and Southwest. The project is also in line with the company's policy of decentralization of its plants in convenient distributing centers, from which prompt service can be given to

building material dealers in the surrounding territory."

As a further service to Texas and Oklahoma dealers, The Ruberoid Company, whose general offices are in New York, will open a district sales office in connection with the Dallas plant.



STANLEY WOODWARD

SEIBERLING

Takes Over Garland Building For \$4,250,000 Tire Factory

Decision of the Seiberling Rubber Company to locate a \$4,250,000 tire factory in Dallas County is being acclaimed by local business leaders as an initial step toward the development of Dallas into a rubber products manufacturing center of major importance, reinforced by the influx of supporting industries.

Having agreed on terms with the War Assets Administration, the Seiberling concern will move into the former Continental Motors Corporation building near Garland, where production of tires and other rubber products is expected to get under way in the spring of 1947.

WAA approved a five-year lease at \$68,800 a year, and gave Seiberling an option to buy the building at the end of five years for \$600,000. Total cost to Seiberling, by exercising its option, will

be \$944,000. In addition, Seiberling will spend a total of \$3,250,537 to get the plant ready for operation, divided \$173,400 for alterations, \$238,000 for new construction, \$109,000 for a reservoir and cooling system, and \$2,730,136 for machinery. More than 1,200 workers will be employed. The Dallas production will enable Seiberling, which sells entirely through independent dealers, to step up its retailer outlets from 1,900 to more than 3,000.

The Industrial Department of the Dallas Chamber of Commerce, which developed Seiberling's interest in locating in Dallas and followed through, with the help of Dale Miller, Washington representative, to facilitate negotiations with WAA is intensifying its efforts to bring other units of the rubber industry to Dal-



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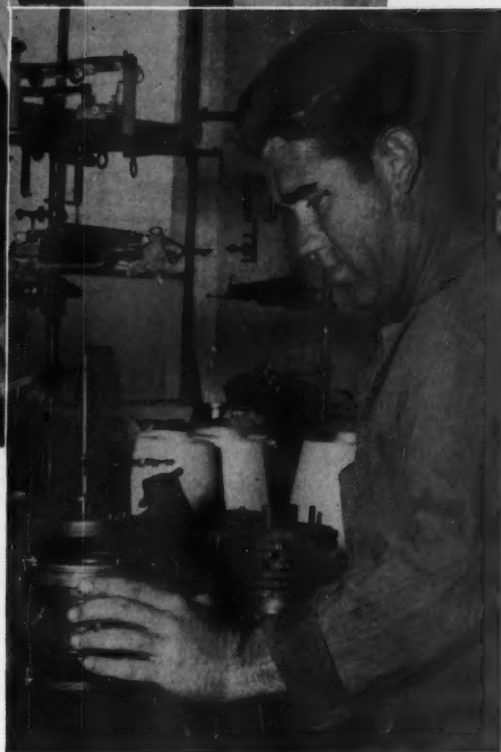
Your A&P Super Market affords every food and household need required by the average family, and every item of a list of more than 2000 shares the low stockkeeping expense in this modern "food department store".

GROWING WITH DALLAS



DIRECTING PRODUCTION

preparations at Duncanville unit of Service Mills, Inc., are, top, left to right, John P. Hall, president, and E. Eugene Partain, vice president. One of the ex-servicemen receiving on-the-job training is pictured at right.



First Men's Hosiery Mill Opened in Dallas County

Dallas County has been given the first mill west of the Mississippi River for the production of men's hosiery exclusively, with the opening of the Duncanville unit of Service Mills, Inc.

The plant is expected to be in full production by September 1, at which time 50 seamless hosiery machines, operated on a three-shift basis, will turn out some 1,500 dozen pairs of men's hosiery per 40-hour work week for the Dallas Southwest market, it was announced by John P. Hall, president of Service Mills. The new Duncanville factory is of modern construction, with fluorescent lighting and specially designed ventilation. It is the first of four units of Service Mills, Inc., to be built within a 50-mile radius of Dallas, Mr. Hall said.

Other officers of the company, organized as a Texas corporation last February, are E. Eugene Partain, vice president; and Wallace Savage, secretary. Service Mills, Inc., has been approved by the Veterans' Administration for on-the-job training. More than 55 workers have been employed initially at the Duncanville factory.

Mr. Hall said that the men's hosiery is being distributed through the better men's shops and department stores in five states of the Dallas Southwest and is being merchandised under the brand name, "John Hall Hosiery for Men".

las. Satellite industries which are apt to follow Seiberling to Dallas include shops for the manufacture of molds to produce tires and tubes, manufacturers of various types of machinery required in the manufacture of rubber products, designers of tires and tubes, and producers of rayon fabrics for tires.

MARSHALL NEWCOMB is the newly elected president of the High Noon Club. Other officers are J. W. MONK, first vice president; ANDREW J. PRIEST, second vice president; and J. E. BURKHOLDER, secretary.

WAYMON G. PEAVY has been elected a vice president of the Texas Society of Certified Public Accountants.

HOLISTER Expansion Gives Dallas Two More Manufacturing Plants

Expansion of the manufacturing operations of the Holister Coil Spring Manufacturing Company will give Dallas two new industries and possibly a third yet to be announced.

Now building an addition to its present plant at 2932 Commerce, which it has outgrown before moving in, the Holister Company has purchased a 5-acre site on Singleton Boulevard, where the firm expects to transfer its production by October 1 after the completion of four factory structures providing total floor space of 27,000 square feet.

One of the buildings will be occupied by the Premier Metal Products Corporation, Holister affiliate, which will expand its Dallas sales office into both a distribution and fabrication operation for aluminum windows, and in addition will distribute aluminum overhead garage doors and garage door hardware. The Dallas branch, under charge of District Manager Tom Payne, serves five Southwest states.

A third unit will become the new upholstered furniture factory announced for

Dallas by the Stanley Overby Chair Company of Los Angeles, which makes an upholstered furniture product using float-in-ez spring construction as a basic feature.

Said Stanley Overby, head of the firm: "Dallas is our first choice for expansion, in recognition of the vast potential market Texas affords, evidenced by the fact that we are now shipping many float-in-ez upholstered pieces into Texas from our Los Angeles plant." Major Glenn T. White will be manager of the Dallas Overby factory.

The new location will double the floor area for Holister and provide facilities for a minimum expansion of 50 per cent in operations, said H. A. Fredrickson, Dallas manager. Holister distribution from Dallas of springs, wire forms, metal stampings, builders' hardware, garage door hardware and other products extends over a 10-state area.

The Dallas architectural firm of Blocker and Hundley is completing the plans for the four new plants to cost \$125,000.

to be manufactured from deposits of suitable shale located in the Eastland, Texas, area.

A big advantage claimed for Haydite is its light weight, estimated at 1,000 pounds to the cubic yard less than a corresponding mixture of sand and gravel. In addition to Mr. Cline, officers of the company, formed by Dallas business men, include Orville W. Erringer, vice president and director; and Charles L. Moruzzi, secretary and treasurer. Directors include Grayson W. Gill, George L. Noble, Jr., W. W. Caruth, Jr., and L. A. Hart. Other organizers are Dr. S. A. White, W. R. Bagby, Sam Wallace, Frank Wallace, E. S. Heyser, Jr., and John W. McDonough.

WAREHOUSE 60-Acre Site Purchased For \$2,000,000 Project

Few facilities are more important than additional warehouses for keeping Dallas' industrial growth speeding ahead at its present accelerating rate.

These extra facilities were in sight at last month's end, when Fred F. Alford, president of the Alford Terminal Warehouses, announced he had concluded negotiations with the Rock Island Railroad for the purchase of a 60-acre site stretching a half mile along Industrial Boulevard, between Cadiz and Corinth, on which he plans to begin construction within the next 30 to 60 days of a \$2,000,000 terminal warehouse project. Providing 13,200,000 cubic feet of storage space, the warehouses will be the first phase of a projected development which, when completed, will include approximately 30,000,000 cubic feet of dry and refrigerated storage space, Mr. Alford said.

Early completion of the initial program—now scheduled for the first part of 1947, material and labor conditions permitting—would be a big boon to Dallas, now in the spotlight of firms which never before have had warehouse stocks in this part of the country but are definitely interested in establishing ware-

house units at Dallas to serve the Southwest. Still other firms, which require refrigerated space for the processing or handling of fruits, vegetables, fish, eggs and other perishables, are seeking accommodations in Dallas in order to serve the Dallas Southwest market.

Each of the two Alford units to be built immediately will be 1,500 feet long and 220 feet in width with a minimum ceiling clearance of 20 feet. They will provide 11,200,000 cubic feet of dry storage space and 2,000,000 feet of refrigerated space, with provision made to increase the latter space if needed.

An office building containing 50,000 square feet of air-conditioned space will be erected on the 469-foot Cadiz frontage where the main entrance to the development is planned. This building will provide both showroom and office space for executives of concerns using the warehouse facilities. All buildings in the development will be designed by M. C. Kleuser and Associates, architects and engineers. Mr. Alford is president of Alford Refrigerated Warehouses and managing partner of Fred F. Alford & Company, certified public accountants.

Through Train Service Links Dallas With East

Big news in the field of rail passenger transportation last month was the announcement by the Katy, Frisco and the Texas and Pacific of the completion of arrangements for the inauguration of through passenger train service between the East and Dallas.

To perfect its link with the East, the Texas and Pacific lines entered into a cooperating plan with the Pennsylvania, it was announced by W. C. Vollmer, T. & P. president. Under it, the Sunshine Special will be operated from New York, Philadelphia, Washington and Texas points in each direction, without the necessity for switching or a change in the make-up of trains at St. Louis.

In addition to its Missouri Pacific-Pennsylvania arrangement, the T. & P. will run coaches and sleepers on the Baltimore & Ohio and New York Central.

For its through train service, the Katy and Frisco will tie up with the New York Central Lines and the Baltimore and Ohio. The Texas Special will operate between St. Louis and New York over the New York Central and between St. Louis and Washington in connection with the Baltimore and Ohio's National Limited and Diplomat. The new service will involve through sleeper and reclining chair car equipment. An additional service will be through sleeping cars departing from St. Louis on the Pennsylvania's "American" for New York.

By using this through train service, passengers can leave Dallas at 4:15 p. m. and arrive in St. Louis at 8:30 the following morning, with arrivals in Washington at 7:35 a. m. and New York at 8 a. m. the second day.

HAYDITE Tile Block Company Formed By Dallas Business Group

Manufacture of Haydite tile blocks for siding, partitioning, roofing and flooring will be launched in a new plant to be operated in Dallas by the newly chartered Texas Lightweight Aggregate Com-

pany, capitalized at \$150,000, with principal office in 1003 Kirby Building, it has been announced by Charles W. Cline, president. The new Dallas concern will produce its products from raw Haydite



THE FUTURE OF COTTON depends upon improvement of quality, new uses and lower production costs. Let's all work together to accomplish these ends—through intelligent research and development work, from soil improvement and seed-breeding through manufacturing. The Cotton Research Congress is for the purpose of presenting the problem and discussing its solution.

ANDERSON, CLAYTON & CO.,
Cotton and Cottonseed Products



SPANNING THE AMERICAS, air liners of Braniff Airways will now be recognized by new insignia: Braniff International Airways. Shown with the first plane to roll out of the hangar with the new insignia is Hostess Norma Jean Gregg of Dallas. The four engines of the Braniff DC-4 pictured warm up for a final spin before the takeoff from Love Field for Kansas City and Chicago.

THE "growing-up" of Dallas into one of the great air transportation centers of both the nation and the Americas was advanced substantially last month when Braniff Airways not only tripled the size of its system headquarters at Love Field, but almost trebled its extensive network of routes after the Civil Aeronautics Board had granted the airline 7,719 miles of new air routes into Mexico, Cuba, Panama, and South America.

Twelve years ago in May, a 7-place Lockheed Vega brought the first Braniff passengers into Love Field flying the airline's newly awarded route between Chicago and Dallas. Since then, Braniff's domestic air highways from Dallas have stretched south to the Gulf, west to Colorado and east to Tennessee.

With the new international routes, Dallas is being given one-company service into 10 Latin American countries. Leaving the United States through the Houston gateway, Braniff will fly to Havana, Cuba; Balboa, Canal Zone; Bo-

gota, Colombia; Quito and Guayaquil, Ecuador; Lima, Peru; La Paz, Bolivia; and Asuncion, Paraguay, where the route divides, with one leg extending to Sao Paulo and Rio de Janeiro, Brazil, and the other leg to Buenos Aires, Ar-

AERIAL VIEW of the ground facilities of Braniff Airways' enlarged Dallas headquarters shows (A) the Braniff base with its administration, treasury, maintenance, and training buildings, hangar, taxi strips, cafeteria, warehouses and parking space before the addition of (B) the new quarters, including an administration building, operations building, four hangars, flight control tower, warehouses, taxi strips, cafeteria, parking areas as well as a number of smaller buildings. The area marked (C) adjacent to the Braniff base shows the facilities used by the Fifth Ferrying Group, Army Transport Command.



BRANIFF EXPANSION

gentina. With San Antonio and Laredo as co-terminals Braniff will connect its 32-city system with Monterrey and Mexico City for the first time.

Service to Mexico will be the first of the two routes inaugurated with a minimum of two flights a day. Navigational facilities and airports in Mexico are already available. A group of Braniff pilots are familiar with the Mexican routes and have been officially "checked out" for immediate assignment to these flights. A complete sales organization has been maintained by Braniff in Mexico since 1936 when offices were established in Mexico City. Surveys for service on the other route will begin immediately.

Linking of present routes with Mexico, Cuba, Panama, and the principal South American cities through Texas has a tremendous significance to the Central and Southwestern area now served by Braniff Airways, it was pointed out by T. E. Braniff, president.

"Braniff Airways pledges itself to be a good neighbor in developing the coordinated air transportation system which will provide commercial, cultural, and social interchange among the nations of the western hemisphere," he added.

In 1935 Dallas became the operations and maintenance center for the growing line and six years later Love Field became Braniff's home base for its 32-city

(Continued on Page 64)

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Starlight Operettas Enjoy Record Attendance

produce shows of the caliber seen on the Casino stage if the artists—singers, dancers and actors—are not provided. On this score the Starlight Operetta has been lavish. Some of the brightest musical comedy, light opera and opera stars have appeared before Casino audiences. The 1946 season is star-studded as no other year has been. The first two presentations had Lucille Manners and Arthur Kent in leading roles. During the month of July, seven more stand-outs of the entertainment world will be seen in Operetta favorites.

Allan Jones, star of radio, movies and the musical comedy stage, and Helene Arthur, popular young operetta and concert soprano, will be seen in Jerome Kern's great operetta, "The Cat and the Fiddle," beginning July 1. The week following, starting July 8, John Brownlee and Frances Greer, both of the Metropolitan Opera, will appear in that universal favorite, "Vagabond King." A beautiful young singer who captured the hearts of Dallas audiences last season will return this year to play the title roles in "Katinka," July 15, and "Naughty Marietta," July 22. The young lady is Margaret Spencer. She will play opposite Robert Stuart in "Katinka." Donald Clarke will play the male lead in "Naughty Marietta."

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OPENING NIGHT audience for 1946 Starlight Operetta season included two servicemen from Veterans' Administration hospital at McKinney, Texas. Shown with A. L. Exline, Operetta executive committeeman in charge of house arrangements and concessions, left, top, they are L. J. Watson of Sherman, center, and Pfc. Jimmie Perkins of Dallas. At top, right, Jose Ruben, Casino stage director, is pictured in sound room. Center photograph shows scene from opening night performance of "The New Moon" starring Lucille Manners. At left, bottom, Giuseppe Bamboschek, Casino musical director, leads orchestra for "The New Moon" overture. At right, bottom, R. L. Thornton, president of the State Fair of Texas, is pictured as he formally opened the 1946 season for the opera under the stars.

ALL indications are that the 1946 season of Starlight Operetta, which opened June 17 at Fair Park Casino, will be the biggest of the five-year series. Operetta officials confidently expect that, given a break by the weather, all previous attendance records will be exceeded before the Casino lights dim on the last performance of "Rose Marie" late in August.

The early, brisk response to the invitation extended last year's season ticket holders to reserve the same seats for this season was an indication this would be a banner year. Later, when the general season ticket sale opened and mail orders and box office sales soared well above the 1945 figure, even the Operetta executive committee, composed of business men who are usually reluctant to make early predictions, began talking of new records. The pre-opening public enthusiasm was viewed as attesting the Casino's reputation for providing top-quality entertainment at bargain prices in a cool, informal setting where all the family can find pleasure and summertime relaxation.

A review of the attendance figures for

the four previous Operetta seasons reveals a considerable increase from year to year. Although three of the four seasons were produced during war years when travel restrictions and other wartime regulations were in force, the Casino attendance each year exceeded the season before.

The State Fair of Texas has adhered to a policy of putting the Operetta's annual profits back into next year's budget in order to make each season better than the one before. These budget increases have made it possible for the Casino to engage some of America's leading directors and designers to stage the Starlight Operetta shows. Giuseppe Bamboschek, musical director; Jose Ruben, stage director; and Carl Randall, dance director, are widely-known and recognized experts in their respective fields. Karl Koeck, scenic designer, also ranks with the best in his profession. This superb staff, surrounded by a corps of able assistants and technicians, is responsible for the polish and "big time" quality characteristic of Casino productions.

No staff of directors, regardless of the ability of its individual members, can

CHAMBER TAX COMMITTEE SAVING TEXANS MILLIONS

WATCHDOG against recurring attacks on community tax rights, the Committee on Federal Taxation of Community Income is one of the most important committees of the Dallas Chamber of Commerce.

Under the chairmanship of Hyman Pearlstone, who initiated its work 12 years ago, the committee has consistently been doing a big job saving millions of dollars for taxpayers not only in Texas but also all of the community property states.

Aided by two fellow members—J. B. Adoue, Jr., and Rhodes S. Baker—Chairman Pearlstone won his first round with the Ways and Means Committee in 1935, and again in 1936 was successful in retaining the community tax rights of Texans, at very little expense. No further attack was made on community tax rights until 1940 and 1941, when this committee was again successful in its work to preserve them.

When the battle became more formidable in 1942, the committee was expanded to include A. H. Bailey, Jake Hamon, C. F. O'Donnell, E. P. Simmons, R. L. Thornton, O. Sam Cummings, Judge Sarah T. Hughes, Paul Jackson, George L. MacGregor, Dr. Minnie Lee Maffett, John G. Pew, B. F. McLain, E. E. Shelton and J. B. Adoue, Jr., with Mr. Pearlstone continuing as chairman

and Nathan Adams as treasurer.

It was necessary to have a large fund available that year to carry on the committee's work of resisting the apparently determined efforts of the Ways and Means Committee to abolish the community tax rights. A total of \$36,000 was raised by public subscription with the understanding that all unused funds would be returned pro rata to the subscribers. Chairman Pearlstone handled this fund and his committee was again successful in retaining the community tax rights. He returned to each subscriber a 72 per cent refund on his subscription.

A similar vigorous attack from the Ways and Means Committee was faced in 1943 by the Dallas Chamber's committee, and another fund of \$38,000 was raised by public subscription. Successful again in retaining these tax rights, the committee made an 80 per cent refund to subscribers.

Largely due to continued valuable assistance given by Dale Miller, Washington representative of the Dallas Chamber, the committee was successful again in 1944 and 1945 in retaining these tax rights without expense to subscribers.

Some Washington observers express the view that Congress will not pass a new tax bill this year.

"If we are fortunate enough to avoid this, our community tax rights are safe



HYMAN PEARLSTONE

for the year 1946," says Mr. Pearlstone. "However, a new attack may come in the Ways and Means Committee when it prepares the 1947 tax bill, and at that time the tax committees of the Los Angeles Chamber of Commerce and the Houston Chamber of Commerce will join with the Dallas Chamber in carrying on the fight to retain our community tax rights."

Mr. Pearlstone explained that during recent years both the Los Angeles and Houston Chambers have worked very closely with the Dallas committee, with help also coming from the New Orleans, Seattle, and Fort Worth Chambers. These groups are fully prepared to work together for the interest of the eight community property states, he emphasized.

"This work has saved millions of dollars for the taxpayers of Texas as well as the other community property states, to which they are justly entitled under the community tax laws of the eight states," Mr. Pearlstone pointed out. "The Texas law is the strongest of all.

"The unfavorable decision of the Supreme Court on the estate tax provision came as a surprise to the attorneys employed by Dallas, Houston, Los Angeles, New Orleans and Seattle, who were hopeful for a favorable decision. A procedure to retain the original estate tax rights of the eight community property states is being considered by the attorneys for some action at the proper time."

The Dallas Chamber's Committee on Federal Taxation of Community Income is affiliated with the Texas Committee for the preservation of the Right of Separate Income Tax Returns on Community Property.

As one of America's largest users and refiners of cottonseed oil, our stake in the South and its great cotton crop is an important one. It is the constant aim of this Company to improve established cottonseed oil products and to develop new ones. It is a source of genuine satisfaction that in so doing we are helping to convert one of our greatest agricultural crops into products which both clothe and feed the nation, as well as serve it in countless other ways.

P R O C T E R & G A M B L E

We have a big stake in the South.

Map locations (from north to south):
 Baltimore, Md. (2)
 Portsmouth, Va.
 Raleigh, N.C.
 Charlotte, N.C.
 Louisville, Ky.
 Memphis, Tenn. (2)
 Milan, Tenn.
 Atlanta, Ga.
 Augusta, Ga.
 Little Rock, Ark.
 Greenwood, Miss.
 Dallas, Texas
 Jackson, Miss.
 Corinth, Miss.
 Selma, Ala.
 Macon, Ga.
 Montgomery, Ala.

90-Year-Old Veteran Of Cotton Has Some Advice For Farmers

DALLAS' dean of cotton men—white-haired, 90-year-old Harry L. Edwards, whose firm was at one time possibly the largest cotton buyer in the Southwest—today believes that Texas might do better to forget its once basic crop and switch to cattle, sheep and food-stuffs for supplying the expanding needs of its new industrial empire.

The influx of manufacturing enterprises from the North and East, bringing a new population to be fed, will, he feels, give another chance to Texas farmers, who too long have held to the one-crop (cotton) idea, thereby lowering the productivity of the soil.

"It is now up to Texas to feed the new industrial population it is acquiring," said Mr. Edwards. "This can't be done with cotton, a low-profit product. Let the farmers in the fertile Mississippi River areas grow cotton and ship it to the Southeast for distribution. Feed and stock are more profitable for Texas farmers."

As an alternative, he suggested a crop rotation plan over a four-year period.

"One year, grow cotton; the second year, wheat; the third, clover; and the fourth, turnips," he advised. "In this way, the soil will not become exhausted of its potential growing ability. If you take everything out of the soil, without putting something back, the result naturally is low production."

The comment of the veteran cotton man with respect to competition faced by Texas cotton in the world market was "cotton is being grown everywhere, Brazil, Egypt, and India, for example."

Mr. Edwards says he misses greatly the personal aspects that once enriched the cotton business.

"In the old days, a good cotton man always knew the names of spinners and members of their families, birthdays, and the like," he explained. "This doesn't seem to be the case any more."

The cotton pioneer, a Welshman by birth, moved his cotton firm, H. L. Edwards & Company, to Dallas from Greenville in 1889. Since that time he has seen Dallas expand as a cotton center from



HARRY L. EDWARDS

a few cotton patches scattered around the then small village on the Trinity to the nation's largest inland cotton market before the war.

He liquidated his cotton firm the first of this year and retired as an active cotton man, but, although having recently celebrated his ninetieth birthday, he

never misses a day at his office in the Cotton Exchange Building when he is in town. He is still active in looking after his farm and oil interests.

He is a member of the Dallas Cotton Exchange and the New York Cotton Exchange. One year his firm bought 200,000 bales of cotton.

New Building Going Up For American Seating

Now under construction at Canton and Walton is a \$125,000 building for the American Seating Company, which obtained the site on a long-term lease from W. B. Williams of Central Industries. The building is one-story, with an additional story to be added later.

In the process of re-establishing a Dallas office, Harris, Upham & Company, New York general and commodity brokerage concern, has established temporary offices in the Mercantile Bank Building.

Thirteen Aetna Agents Win Sales Recognition

Thirteen Dallas agents of the Aetna Life Insurance Company have by virtue of their sales records qualified for the Aetna Life Corps of Regionnaires, composed of leading producers and will attend the company's midwestern regional conference at the Grand Hotel, Mackinac Island, Mich., in July. They are Louis C. Neumann, Steve G. Oprendeck, William F. Myatt, George W. Neely, Tom F. Taylor, H. G. Richards, Shadie Hale, Mildred Unsell, Ralph Burnham, Gene Simpson, Letcher Baker, Grady Bowdry, and Ross Priddy.



Industry Sees the Light

A picture of American industry on the right of a picture of the Southwest is the theme of the Dallas Southwest's advertisement in the *New York Times*.

Seiberling Rubber Company, Inc., has selected Dallas for their Southwestern manufacturing operations and recently opened the \$1,000,000 plant at Dallas, Texas.

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DALLAS CHAMBER OF COMMERCE
DALLAS 2, TEXAS

SEQUEL to its recent advertising tie-in with the nation's coal crisis to remind American industry of the Dallas Southwest's wealth of oil and natural gas was last month's full-page advertisement in the *New York Herald Tribune*, in which the Dallas Chamber of Commerce proudly proclaimed that big industrial names are seeing the light of a bright new day dawning for them in the Dallas Southwest.

Timely use of advertising space was made to take advantage of news announcements that two of these big names—Seiberling Rubber Company and The Ruberoid Company—had selected Dallas for their Southwestern manufacturing operations.

Under the caption, "Industry Sees the Light," the Dallas Chamber's advertisement spotlighted not only Seiberling and Ruberoid, but nearly a score of other big names, just a few of those which have been making news with new factories or expansion of present operations in Dallas.

The ad, continuing to drive home the advantages the Dallas Southwest offers industry, also appeared in a half-page in the *Chicago Journal of Commerce*.

As the Dallas Chamber thus swung another newspaper advertising punch to give support to its national magazine promotion program, favorable reaction continued to pile up to the newspaper

Advertising Sequel

ten-strike a month before emphasizing the Dallas Southwest's resources of oil and natural gas as cheap, abundant and dependable sources of fuel and power.

Many letters came in from Chambers of Commerce praising the Dallas Chamber for its leadership in selling the entire region.

Letters from Chambers of Commerce throughout the Southwest and elsewhere in the nation included such comments as the following:

You have rendered a great service to Texas as well as to the Dallas Chamber of Commerce.

J. E. BELL

Manager
Corpus Christi Chamber of Commerce

Your full-page advertisement in the *New York Times* was extremely well done.

FREDERICK E. NORTON

Secretary
Syracuse (N. Y.) Chamber of Commerce

A note in sincere compliment to the shrewdness and timeliness of the heat-with-gas-and-forget-John L. Lewis-and-friends advertisement.

JIM FELKER

Manager
El Campo Chamber of Commerce

The rest of us appreciate your continuous use of "the Southwest" in connection with Dallas.

PAUL T. VICKERS

Manager
McAllen Chamber of Commerce

It is a bangup good ad and you are certainly to be complimented on it.

A. B. DAVIS

Manager
Lubbock Chamber of Commerce

In our opinion this is the nicest piece of opportune "spot" advertising that we have seen so far.

WALTER HURST

Manager
Pharr Chamber of Commerce

The progressive action of your organization is certainly to be commended.

JACK H. DRAKE

Manager
Mission Chamber of Commerce

This is a superb job. I congratulate you for it.

GENE WILLIAMS

Manager
Brazoria County Development Association
Angleton, Texas

Just to say thanks in a big way for our entire community on your recent series of advertise-

ments advertising the Southwest's vast resources including natural gas.

CLARENCE PADEN

Manager
Perry (Okla.) Chamber of Commerce

This is a dilly and it's shot at the right time. If we folks of the great Southwest don't capitalize on this project at the present time we are sure missing a great bet.

JAMES C. NETT

Manager
Del Rio Chamber of Commerce

Our opportunities were set forth succinctly in the advertisement which itself was so uniquely arranged and so new and appealingly drafted it must have attracted a wide range of attention.

CLIFF CATES

Manager
Decatur Chamber of Commerce

This is a fine piece of work...

C. J. CRAMPTON

General Manager
San Antonio Chamber of Commerce

We wish to express our appreciation for the splendid advertising your organization is giving the entire Southwest...

MRS. CLYDE BURTON

Secretary
Carrizo Springs Chamber of Commerce

It is this type of advertising and work that will build the Southwest. I commend you for it.

J. A. KILLOUGH

Secretary-Manager
Vernon Chamber of Commerce

Money Wasted

(Reprinted from June, 1946, issue of "Gas")

WELL, the Dallas Chamber of Commerce has been having a little fun for itself at the expense of the coal-starved Easterners and just for a gag it ran a full-page advertisement in the *New York papers* on May 14. The copy went on to say that, "By the grace of God, geography and lots of natural gas" the Southwest is being spared the inconvenience and humiliation of brownouts and blackouts, and that its "personal affairs and economic welfare are not dependent on recurring coal strikes."

(Continued on Page 70)

Dallas Spirit Impresses Visitor From Chicago

It was my pleasure to live in Dallas from 1908 to 1912. I have always regarded your city as my secondary, if not primary home, because it was there I married and there our first child was born.

After many years' absence, I visited Dallas recently and during the few days spent there I received a series of thrills as I recognized the expansion and beauty of the city and the delightful spirit of its people.

For years I have been an active member of the Chicago Association of Commerce; also I have been identified with

several other civic activities in addition to my business and professional interests, so that perhaps I am more sensitive to those things which tend to create a spirit, atmosphere and reputation of a city.

However, it occurred to me that I should tell you how thoroughly impressed I was with the results of several contacts with Dallasites during my recent visit. Courtesy, joy, kindness, and friendliness characterized each occasion.

A few examples are:

(1) A streetcar motorman answered an inquiry with keen interest and saw

to it that I reached the store he recommended for the purchase of a little trinket. His courtesy was unmistakable, although he knew I was a stranger.

(2) A storekeeper discussed with me the merits of a digit to complete a house number where I was visiting. His concern in my little problem and his eagerness to serve resulted in his going to his basement for the little item concerning which I knew very little. Then he remembered that I should have two little nails for use with the number and so returned to the basement and finally delivered the package to me, all of which cost 3 cents. What unselfish service on his part!

(3) I called at a bank and shall never forget the courtesy of the gentleman to

(Continued on Page 68)



DONOVAN

manufacturing company

DALLAS

Boss of Dallas V. A.

THE business that Colonel Thomas George Lanphier carries on from his office on the seventeenth floor of the Santa Fe Building, formerly occupied by the commanding general of the Eighth Service Command, is one of the largest in Dallas.

Involving millions of dollars and many thousands of people, its profits are measured in public service rather than dollars and cents; its values are human rather than financial.

As head of the extensive Dallas branch of the Veterans' Administration which administers service benefits to a potential million and a half veterans in Texas, Mississippi and Louisiana, Colonel Lanphier does the planning and worrying for his organization and lets the credit for well executed plans pass on down to his staff of executives.

Before he came to Dallas last February to head the VA, Colonel Lanphier had fought in two wars, explored the Arctic and pioneered civil aviation across the country.

When he was graduated from the United States Military Academy at West Point in 1914, he had to make his first major decision, whether to marry the girl he loved or take up military aviation which fascinated him. He married the girl.

He fought in the second Battle of the Marne as a captain of a machine gun company and then got a break when military aviation opened its doors to married men. Quickly acquiring a knowledge of the fundamentals of flying, he soon was placed in command of the Army's largest aviation training center at Issoudun, France. Still seeking more action after the war, he led the first flight of military land planes across water when he flew from Kelly Field, Texas, to Puerto Rico and back to Washington. Then he foresaw more high adventure in the plans of Sir Hubert Wilkins to explore the Arctic wastelands and immediately put in his bid for duty with the expedition.

"That was really a tough assignment," Colonel Lanphier recalls. "In addition to being half-frozen most of the time, getting all three motors of our Fokkers to run at the same time was like trying to walk a fence with a wildcat under each arm. The oil at 10 below zero poured like glue. Finally, we built fires in tents

around the motors to warm them, then we poured hot oil and water into the motors and took off before they had a chance to freeze again. We flew several trips from Fairbanks, Alaska, to north of Point Barrow and return."

Then in 1928 came a request from his friend, Charles A. Lindbergh, that Colonel Lanphier help him map out the first transcontinental airways route. He resigned from the Army and aided Lindbergh and Transcontinental Air Transport, later TWA, in choosing its landing sites from Newark, N. J., to Los Angeles. Once this job was done, he became president of Bird Aircraft Company, which made the first of the light spinproof passenger planes.

In 1938, he joined the Ford Motor Company in charge of labor relations. When the Japs hit Pearl Harbor, he again entered the Army. As chief of the air intelligence section on General Marshall's staff, his duties were to brief the general each morning on the activities of the German and Japanese Air Forces and to try to deduce their aerial strategy and intentions for the future.

Colonel Lanphier is proudest, however, not of his own military achievements but those of his two sons, Tom, Jr., and Charles. Both were flyers and, when the Army and Marines joined forces over Guadalcanal, they shot down Jap planes in the same whirling melee.

Tom, Jr., was the American aviator who shot down Admiral Yamamoto, the Jap official who publicly boasted that he would dictate peace terms to America in the White House. The Jap naval chief's scheduled flight was learned from intercepted and decoded enemy radio messages. Leading three other planes, young Lanphier dived through the defending Jap fighter screen to send Yamamoto's transport down in flames. The identity of the young flyer was kept from the Japs during the war for fear that his brother, Charles, a Marine airman and Jap captive, would suffer retaliation. Whether the Japs ever discovered the secret, Colonel Lanphier does not know, but Charles died in a Jap prison camp in 1944 from hunger and brutality. Although an Army flier, Tom had the rare distinction of being decorated by the Navy and Infantry for outstanding military achievements.



COLONEL T. G. LANPHIER

Jim, a third son, disappointed when the Army turned him down because of diabetes, is making a success of a stage career, playing the lead role in the Broadway hit, "Dark of the Moon".

Early this year, Colonel Lanphier was placed on inactive status at his own request, and then followed his appointment in the Veterans' Administration by General Omar Bradley, administrator. He heads one of the thirteen "little VAs" into which the country has been divided administratively. Prior to last August, the VA was a small organization, tailored to serve the 4,000,000 veterans who had fought America's other wars. With the addition of nearly 16,000,000 World War II veterans, General Bradley decided that decentralization away from Washington was the solution to speed up service to the veteran.

While the Dallas branch office makes plans and sets a policy for the administration of the tri-state organization, it does not itself contact the veteran directly. This is done by the branch's eight regional offices located at Jackson, Miss., New Orleans and Shreveport, La.; Houston, San Antonio, Waco, Lubbock and Dallas in Texas.

The Dallas regional office, located in the Fidelity Building and under charge of Tom R. Rayburn, is the one which actually handles veterans' problems. All of the veteran services such as loan guarantees, pension claims, insurance, on-the-job training and educational benefits are carried out by the regional offices. The extensive hospital program is a separate and important function of Colonel Lanphier's office. To the six hospitals in the three states before the war, the VA has added four large Army hospitals at Jack-

METALS

from

DALLAS

TO boost Dallas to a top spot in the nation as a market for metal products, the city's metal manufacturers joined hands last month to exchange information of mutual interest, confer jointly on common problems, promote their business along a united front.

Medium for their program will be their own separate unit in the Dallas Manufacturers' and Wholesalers' Association, a division of the Dallas Chamber of Commerce. The new group came into being at a luncheon at the Hotel Adolphus, when member metal fabricators of the manufacturers' association, joined by non-members, voted to set up a permanent metal section and elected as president L. B. Jones of the Mosher Steel Company.

For their other officers the metal men selected J. P. Travis, Universal Corporation, first vice president; W. W. Finlay, Guiberson Corporation, second vice president; L. H. P. Klotz, Luscombe Airplane Corporation, treasurer; and Mark Hannon, executive secretary-manager.

With an eye on what another section of the manufacturers' association—the Dallas Fashion and Sportswear Center—has done in a few years to build the Dallas women's apparel business into a \$50,000,000 industry, officers of the new metal group met soon after their election to work out procedures and launch a program to emulate the example set by the fashion manufacturers.

Whatever else the metal division undertakes for the good of their industry, it seemed certain that major emphasis

son, Miss., New Orleans, Temple and McKinney, until such time as its \$18,000,000 hospital building program will give it eight more, five of them in Texas.

Formerly located in the Mercantile Bank Building, the Dallas branch office now occupies suites from the sixth to the nineteenth floors of the Santa Fe building. Included is the VA insurance service section, which occupies three floors, with the files of some 600,000 veterans being moved to Dallas from New York.



ELECTION of L. B. Jones (right, top) as president of the new metal products division of the Dallas Manufacturers' and wholesalers' Association called for felicitations and a pledge of full support from George Pierce, president of the parent organization. Other officers of the metal section are pictured at bottom, left to right, W. W. Finlay, second vice president; J. P. Travis, first vice president; L. H. P. Klotz, treasurer; and Mark Hannon, executive secretary-manager.

will be given to a formidable advertising program to sell Dallas to the nation as an important manufacturing center for metal products ranging in wide variety from clothes pins to airplanes, from aluminum windows to cotton gins. Preliminary steps to the launching by the section of its activity program will be the selection of a board of directors and a recruiting effort to build the membership strength to 100 per cent of such manufacturers in Dallas. Representatives of 19 metal manufacturing concerns out of some 30 in Dallas were on hand for the organization meeting.

As temporary chairman, Mr. Travis, aided by Mr. Finlay, Harold Young of the Murray Company and others, started the ball rolling at preliminary sessions for organizing the metal section.

In greeting the metal manufacturers at the organization meeting, George Pierce, president of the Dallas Manufacturers' and Wholesalers' Association, pledged them the full support of the parent organization.

"We shall work with you in any way

we can to help you perfect your organization and derive the most good from it," he said.

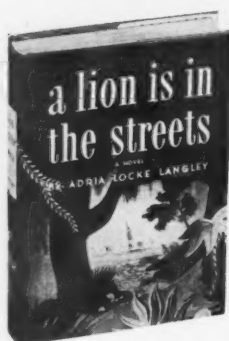
Mr. Travis said that the new section would be useful in serving as a clearing house for the exchange of ideas on worker-management relations, advertising, merchandising, manufacturing, and foreign trade.

"During the war Dallas' metal manufacturers demonstrated that they have the know-how to do a good job; let's now show the world that these same plants can do an outstanding peacetime job," said Mr. Travis. "We can do a better job by banding together for our mutual good and the exchange of ideas and methods."

ROY COWAN, who recently resumed the presidency of Southwest Printing Company of Dallas after his discharge from the Army as a lieutenant colonel, has been appointed manager of the New York office of Taylor-Howe-Snowden Radio Sales.

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A FEW BRASS TACKS. By Louis Bromfield. Published by Harper and Brothers. \$2.75.

Louis Bromfield, author of last year's best seller, "PLEASANT VALLEY," has written his views and criticisms on some very pressing problems. He states that this country's present condition is far more economic than political, racial, social, etc.

He has talked, preached and shouted for some time now that a nation's real wealth is measured by its natural resources, not by how high the buildings, or how much money. He pleads for the conservation of our natural resources, high agricultural yield at a lowered production cost, and establishing American trade so that we may receive as much real wealth as we export.

"A Few Brass Tacks" contains four chapters, entitled "Real Wealth Versus Money," "Agriculture in Relation to Our National Economy," "Thomas Jefferson Versus Karl Marx," and "The Nature of Man."

Bromfield plainly states that "this book is no more than the thinking aloud of one man who makes no pretension at being a specialist in economics nor at solving the problems of the world, the nation or even of the township in which he lives." Thus begins his "Apologia." It is, however, and as all who read it will recognize, a well written and well thought out picture of what goes on in one man's mind, and should be a book that will lead to much discussion, both pro and con.

This book is a follow-up of the popular "Pleasant Valley," which was the story of Bromfield's return to America after fifteen years in France, and his restoration of four farms in his home state, Ohio. "Malabar," the farm, was a world in itself, and the many problems that were faced in restoring this small world after much of it had been destroyed by reckless farming, is absorbing and enlightening reading.

Step by step we see his plan develop, worn out land made into good, productive soil again, and desolate countryside into a place of beauty. From the working out of the situation in "Pleasant Valley,"

Bromfield most likely found the basis of his theory for "A Few Brass Tacks."

These two books by one of America's most popular writers and successful farmers are worth your while to read as he presents his views on this "Age of Irritation."—JERRY PORTER.

MISS MARY LOUISE MOSER, rental manager of the A. C. Moser Company, is the first woman who has been elected to membership in the Dallas Real Estate Board.

SAM LONG of Dallas has been elected first division commander, Texas Department of the American Legion.

ALEX WEISBERG has been elected to his seventh term as president of the Dallas Art Association. Other officers are KARL HOBLITZELLE and SUMMERFIELD ROBERTS, vice presidents; LESLIE WAGGENER, treasurer; MRS. E. B. HOPKINS, corresponding secretary; and MISS ALLIE TENNANT, recording secretary.

WILLIAM F. HADEN, JR., and FRANK W. SARTAIN have been elected to membership in the American Institute of Accountants.

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DALI



THE FOURTH installment from "THE DALLAS SOUTHWEST", 64-page industrial report of the Dallas Chamber of Commerce, is presented on the following pages of DALLAS.

Including pictorial evidence of Dallas' present vast industrial facilities, the installment on pages 32 to 50 inclusive gives graphic emphasis to the theme that Dallas has what industry needs, and presents data on taxation, industrial regulations, construction costs, and climate.

Many members of the Dallas Chamber have told the editors of DALLAS that they are saving each installment in this series, so that they will have available in their files the wealth of factual information contained in the industrial book.

Distribution of "THE DALLAS SOUTHWEST" has necessarily been restricted to the executives of firms interested in establishing manufacturing or distributing facilities in the Dallas Southwest. However, by publication of the same material in installment form in DALLAS, the data are being made available

to local business executives, whose comments indicate they also are finding the information useful.

The president of one Dallas concern has thought so well of "THE DALLAS SOUTHWEST" factual presentation that he has had an additional 4,500 copies of the book printed, at his company's expense, and distributed them among the executives of firms throughout America with which his company is doing business.

The Industrial Department of the Dallas Chamber of Commerce will appreciate suggestions from Chamber members with respect to firms which should be interested in establishing new facilities or expanding present facilities to serve the Southwest. It will mail a copy of "THE DALLAS SOUTHWEST" to such prospects, and any information given to the Industrial Department in this connection will be handled on a confidential basis.

The fifth and final installment of "THE DALLAS SOUTHWEST" will be published in the August issue of DALLAS.



INDUSTRIAL DALLAS... 1. Braniff Airways, airline shops. 2. Coca-Cola Company, beverage syrup manufacture. 3. Government-owned facility formerly operated by North American Aviation, Inc.; Texas Engineering and Manufacturing Company, Ltd., occupies 400,000 square feet of the plant, producing aircraft under contract for Fairchild and Globe. 4. Dallas Cotton Mills, cotton goods. 5. Dallas Aviation School and Air College. 6. Sherwin-Williams Company, paints and varnishes.

Dallas has what Industry Needs



Dallas offers industry a healthy "climate" and an adequate supply of truly American labor which can equal or better the productive abilities of any other region.

Cheap labor, in the sense of wages, is not one of the inducements offered by Dallas or Texas. *Superior labor*, in the sense of productive ability, an innate belief in every man's right to work and every man's duty to give an honest day's work for an honest day's wage, is the asset which Dallas does offer American industry.

Dallas has for many years been remarkably free of "class lines." Generally speaking, there is a better understanding between employer and employee than will be found in most sections of the country. The general attitude of Dallas, from the viewpoint of employer, employee and the public is friendly toward industry generally. This attitude, most pronounced in Dallas of all Southwestern cities, prevails to great degree in most sections of Texas and is reflected in Texas' reasonable and constructive laws affecting industry.

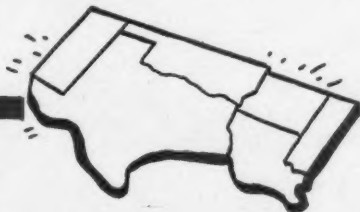
War requirements greatly increased Dallas' supply of labor with production know-how and industrial training. The War

plants of Dallas County, whose employment peak more than doubled the pre-war total employment of manufacturing plants in the county, were manned primarily by local men and women, the majority of whom had had no previous factory experience. They were, in large measure, engaged in retail and wholesale business, or the service trades, or were housewives, prior to the war. They learned quickly and easily, acquiring manufacturing techniques which enabled Dallas plants to outproduce similar manufacturing units in sections of the country with longer industrial experience.

Their record speaks for itself. The largest war plant in Dallas County was that operated by North American Aviation, Inc. Its record can be compared directly with records of similar plants in all sections of the country. This factory, with a peak employment of 39,960, produced four different types of military aircraft—the AT-6 combat trainer, the P-51 fighter, the B-24 bomber and the C-82 cargo plane. It was the only factory in the country producing three different types simultaneously. It manufactured a greater percentage of the complete airframe within its own facilities than any other aircraft factory.

When the war ended, North American's Dallas plant was producing the AT-6 at a lower manhours cost per pound of airframe than any other trainer manufacturer had ever achieved. It was producing the P-51 at a lower manhours cost per pound of airframe than any other fighter manufacturer had ever achieved. When the plant's B-24 contract was cancelled, prior to the end of the war, it was producing this type at a manhours cost 30% below the industry average for four-engine bombers at the corresponding ship point. And these records were achieved by an organization built upon a nucleus of 72 men with aircraft manufacturing know-how transferred to Dallas in December, 1940. (Authority: official records, War Production Board.)

The labor and conditions which enabled North American's Dallas plant to attain these records, and other Dallas war plants to attain similar records, are available to other units of American industry. Dallas can help industry do a big job.



Dallas and Dallas County are synonymous, in speaking of the advantages which Dallas offers industry. A number of factories are located in the smaller communities of Dallas County, including such towns as Grand Prairie, Irving, Carrollton, Farmers Branch, Richardson, Garland, Mesquite, Seagoville, Hutchins and Lancaster. In such locations, industries operate as part of the business life of Greater Dallas and are accessible to most of the facilities enjoyed by plants within the city proper.

The Dallas Chamber of Commerce, which serves all of Dallas County, will gladly provide information on the smaller communities of Dallas and adjoining counties.

The Chamber of Commerce also wishes to emphasize that all correspondence or discussions regarding industrial developments will be held in strictest confidence. Communications should be addressed to the Industrial Department, Dallas Chamber of Commerce, Dallas 1, Texas.



INDUSTRIAL DALLAS . . . 1. Texas Company, refinery. 2. The Haggard Company, men's and boys' pants, sport shirts, slacks. 3. Willard Storage Battery Company, storage batteries. 4. Canada Dry Ginger Ale, Inc., beverage syrup manufacture. 5. Fleming and Sons, Inc., paper, pulp board, box board, building papers, egg cartons and fillers, wrapping papers, etc.



COTTON DOLLARS

Cotton affects the lives of every American... cotton means dollars in the pockets of the nation because of its fiber and food value. It's the South's most valuable crop... It's the South's largest "cash money" crop. And in the Dallas Southwest the First National Bank has served as headquarters for the financial needs of a great volume of cotton trade for many years.

With our intimate knowledge of the needs of the industry we look forward to continued service to the cotton industry and to helping finance the cotton trade of the great Southwest.

First National Bank
in Dallas

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION



DALLAS EMPLOYEES RIDE PUBLIC TRANSPORTATION

DALLAS, Texas—Approximately 64% of the downtown employees of Dallas patronize the facilities of public transportation as supplied by the Dallas Railway & Terminal Company, according to a recent survey made by the Traffic Control Department of the City of Dallas in conjunction with the street car company.

Six hundred major employers in 19 occupational fields were canvassed by questionnaire to determine the number of workers who go to work by automobile, public transit, or by walking, and at what time they reach and leave their jobs.

Over 90% of the variety store clerks use buses, street cars and electric trolleys to carry them to and from their work. Some 76% of the clothing manufacturing workers use public transportation. Seventy-four per cent of all oil and insurance company employees depend upon public transit for conveyance. Nearly 70% of Dallas bank clerks are patrons of public transportation six days a week; 59% of those who work for the various utility companies, 55% of all downtown railroad employees and 47% of the employees of general manufacturing concerns.

Approximately 58% of all downtown employees ride to work by street cars, buses and electric trolleys between 8:00 a.m. and 8:30 a.m. More than 50% go home the same way between 5:00 p.m. and 5:30 p.m.

DALLAS RAILWAY & TERMINAL COMPANY

Fair Taxation

There is no state income tax in Texas and no general sales tax. Petty nuisance taxes are negligible. Texas tax laws do not discriminate against foreign corporations, as all fees and taxes for both foreign and domestic corporations are arrived at in the same manner.

CORPORATION TAXES

Corporations are subject to three forms of taxation in Texas. Foreign corporations must qualify legally in the State and pay a permit fee, an annual franchise tax and ad valorem taxes on property owned within the State. Domestic corporations pay a fee to secure a Texas charter, the annual franchise tax and ad valorem taxes.

Gross receipt taxes, occupation taxes and some other taxes apply to a few types of business, but the ad valorem taxes and the corporate fees and annual franchise tax herein described are the only taxes applicable generally.

FOREIGN PERMITS

Foreign corporations doing business in Texas in such manner that any portion of that business is intra-state in character are required to qualify legally by securing either a permit for the foreign corporation or a charter for a Texas corporation.

A foreign corporation may secure a permit to do business in Texas by filing an application with the Secretary of State in Austin, on forms which that official will supply on request. The initial filing fee is \$50, which must accompany the application in the form of a cashier's check. At the end of the first year the Secretary mails the corporation blanks for reporting data to compute the balance on the filing fee, if any.

The filing fee is based on the proportion of the corporation's capital employed in Texas, as determined by the percentage of its Texas business to its total business. For example, if the corporation's capital is \$1,000,000 and its Texas business is 10 per cent of its total, it is assumed that 10 per cent of its capital has been employed in Texas, in this case \$100,000. The rate is \$50 for the first \$10,000 of capital, \$10 for each additional \$10,000 or fractional part thereof. In this instance, on \$100,000 of capital the total fee would be \$140 for the year, \$50 of which was paid with the application for a permit, leaving \$90 additional due. The maximum filing fee for the life of the permit (10 years) is \$2,500.

Texas laws permit a foreign corporation to own stock in a domestic corporation to the extent of absolute control of the latter. As a result, some corporations enter the State by organizing a Texas corporation which is owned by the foreign

corporation. The charter fee for a domestic corporation is likewise \$50 for the first \$10,000 of capital stock, \$10 for each additional \$10,000 or fractional part thereof. The maximum fee is also \$2,500.

AD VALOREM TAXES

All corporations, whether domestic or foreign, and all others owning property within the State, must render that property as of January 1 each year for city, state and county taxes. Rendition of property at true market value is contemplated. Assessed valuation is some specified percentage of this, varying in different communities, the percentage in Dallas at this time being: City, 65%; state and county, 55%. 1945-6 ad valorem tax rates in Dallas—combined city, state and county—total \$3.97 per \$100, with assessment, on the

basis indicated above, making the net rate on full valuation approximately \$2.30 per \$100 of value.

FRANCHISE TAXES

Franchise taxes are paid annually by both foreign and domestic corporations, based again upon the proportion of their capital employed in Texas. For capital so employed the rate in each instance is \$1 per \$1,000 or fractional part thereof, minimum annual fee \$20. Blanks for reporting are mailed by the Sec-

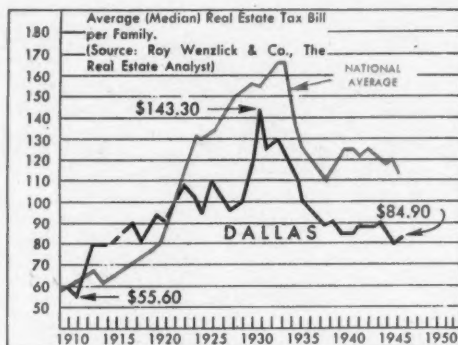
retary of State to all corporations in advance of the annual reporting date. Insurance, surety, guaranty and fidelity companies are exempt from this tax.

COMMUNITY PROPERTY RIGHTS

From the time that Texas gained its independence, it has by constitution set up community property rights of the husband and wife, and provided that one-half of the income earned by the husband each year belongs to the wife as received. This system of law is deemed to be guaranteed by the provisions of the treaty under which the Republic of Texas was annexed to the United States. Texas citizens have accordingly had the tax benefits of the community property system for many generations, and the husband and wife are entitled to compute federal taxes on separate incomes.

STATE UNEMPLOYMENT TAX

Employers of eight or more individuals are subject to this tax, all payments on which are credited on the amounts otherwise payable on the federal unemployment tax to the extent of ninety per cent (90%) of the federal tax. The base rate is 2.7 per cent of salaries or other remuneration to employees, subject to substantial reduction in some cases to as low as 5/10 of 1% on the basis of experience rating. Tax is paid monthly.





INDUSTRIAL DALLAS . . . 1. Guiberson Corporation, oil field equipment, oil heaters, steel kitchen cabinets, sheet metal and molded rubber products. 2. Wyatt Metal and Boiler Works, steel plate fabrication. 3. Texas Textile Mills, cotton, rayon and cotton-rayon textiles. 4. Ford Motor Company, automobiles and trucks. 5. Kroehler Manufacturing Company, living room furniture. 6. Vanette Hosiery Mills, women's hosiery.

Financing the Cotton Industry of the Southwest



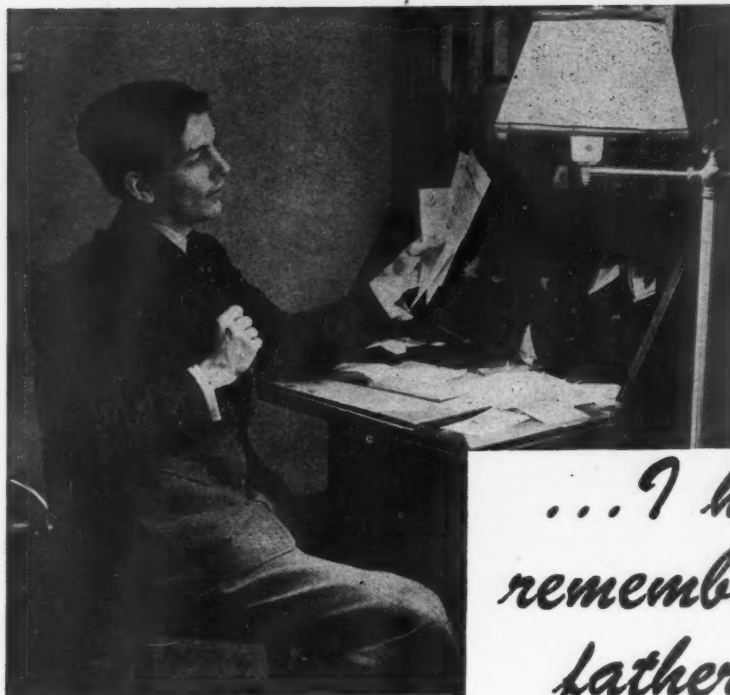
BECAUSE the men of the Cotton industry know that Republic understands their business, this bank has become one of the nation's largest lenders to the Cotton interests. Such leadership is no accident. For years Republic has maintained a special Commodity department, under the direction of officers with a technical knowledge of the needs of the vast Cotton industry. They feel keenly the responsibility of serving you well.

Our Capital and Surplus of twenty million dollars increases the scope of Republic's cotton financing. Whatever your loan requirement may be, whether small or large, you are cordially invited to discuss it with Republic Officers.

REPUBLIC

NATIONAL BANK of DALLAS

MEMBER
FEDERAL DEPOSIT
INSURANCE CORP



*... I hardly
remember my
father...*

but *he* didn't forget *me*

Mother has just told me that I am going to College; that everything is arranged, because Dad took care of that while he lived.

It was grand of Dad to think of me, because I've always dreamed of going, but I knew Mother couldn't afford it.

Mother says there was an earnest conversation Dad had with a representative of SOUTHWESTERN LIFE Insurance Company, and she has told me how Dad looked at me afterward, and said, "Well, son, *that's* taken care of. You're going to College whether I'm around at the time or not!"

Of course, I don't recall the conversation—but how *could* I forget a Dad like that!

Through the counsel of its representatives, many parents have established SOUTHWESTERN LIFE Insurance programs which assure their children of a higher education. Your local SOUTHWESTERN LIFE representative will gladly give you full details informing you how you may arrange a similar program. Ask him about it today.

Southwestern Life
Insurance Company

C. F. O'DONNELL, PRESIDENT

HOME OFFICE • DALLAS

Principal Industrial Regulations

Texas laws governing working conditions are as favorable as those of other states and in several respects are more favorable than most. Texas' legislature has always adopted a reasonable and friendly attitude toward the development of industry. The business establishing a plant in Dallas can be assured it will be among friends, where the attitude of the entire community will be helpful.

Among principal laws and regulations affecting working conditions in Dallas (and other Texas communities) are:

The "right-to-work" law: Texas has recognized, and protected, the right to work. Texans are committed to the idea that violence has no proper place in settlement of labor difficulties. The main provisions of this law follow:

"It shall be unlawful for any person by the use of force and violence, or threat of the use of force or violence, to prevent or to attempt to prevent any person from engaging in any lawful vocation within this State. Any person guilty of violating this provision of the law shall be deemed guilty of a felony and, upon conviction thereof, shall be punished by confinement in the State Penitentiary for not less than one year nor more than two years. It shall be unlawful for any person acting in concert with one or more other persons to assemble at or near any place where a 'labor dispute' exists and by force or violence prevent or attempt to prevent any person from engaging in any lawful vocation, or for any person, acting either by himself, or as a member of any group or organization, or acting in concert with one or more other persons, to promote, encourage, or aid any such unlawful assemblage. Any person guilty of violating this provision of law shall be deemed guilty of a felony, and upon conviction thereof shall be punished by confinement in the State Penitentiary for not less than one year, nor more than two years."

Unemployment compensation taxes: Texas pioneered with a merit rating system. Under Texas law, it is possible for an employer to maintain an employment record which will reduce the state tax to as low as one-half of 1%.

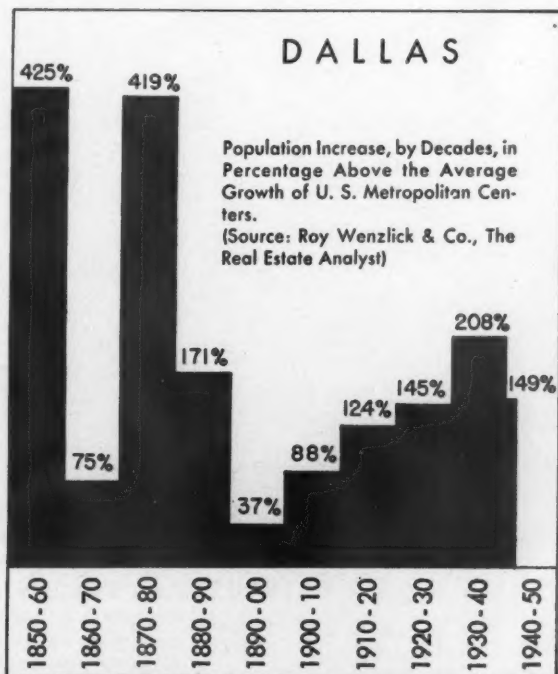
Health, sanitation and safety: Texas laws on these subjects are reasonable, and are not burdensome on industry.

Labor relations: Many states have laws similar to the National Labor Relations Act, which force industry to deal with still another agency. *There is no such Texas law.*

Injunctions: When the Norris-LaGuardia Act was passed, limiting the authority of employers to seek Federal Court injunctions for protection of property when labor troubles exist, many states enacted similar state laws. The theory of the Norris-LaGuardia Act was that state courts were the proper source of injunctive protection. Texas has maintained this policy by keeping the state courts open to receive such cases under proper conditions.

Employment of women: Generally speaking, but with certain exceptions, no female employee can be worked more than nine hours per day, nor more than 54 hours in any calendar week. Laundry, cleaning and pressing establishments, textile plants, and factories producing articles manufactured of cotton goods may work female employees longer hours per day, with premium pay for time in excess of nine hours per day. Stenographers and pharmacists are exempted from the law's provisions of maximum daily and weekly work hours. The law also requires the employer to provide suitable seats for use of female employees when not engaged in the active duties of their employment.

Workmen's compensation: Texas' law is fair to employer and employee. It protects employers in all cases from excessive damage claims. Insurance rates are as reasonable as any other state's.

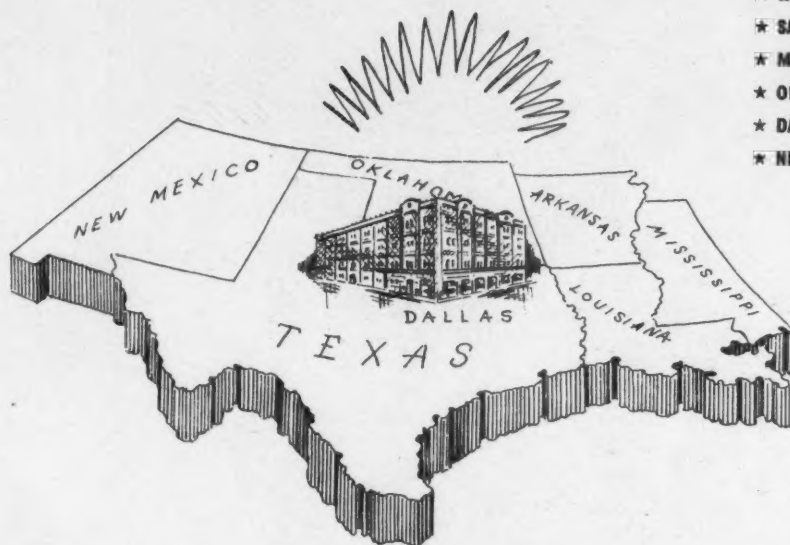




INDUSTRIAL DALLAS... Olive and Myers Manufacturing Company, furniture. 2. Longhorn Roofing Products, Inc., asphalt roofing, shingles, etc. 3. Swift and Company, meat packing, cottonseed and vegetable oil shortening. 4. Loose-Wiles Biscuit Company, biscuits and candies. 5. Dr. Pepper Company, beverage syrup manufacture. 6. Luscombe Airplane Company, the Silvaire. 7. Sewall Paint and Glass Company of Texas, paints, varnishes, etc. 8. Manor Baking Company. 9. The Murray Company, cotton gin machinery, steel buildings, ventilating fans, etc.

Also: S. H. Lynch
Seeburg Phonographs
and James Motorcycles
Divisions in:

- ★ HOUSTON
- ★ SAN ANTONIO
- ★ MEMPHIS
- ★ OKLAHOMA CITY
- ★ DALLAS
- ★ NEW ORLEANS



**A GREAT AREA...A GREAT MARKET
...AND WE'RE GEARED TO SUPPLY MERCHANTS WITH**

*Fine Imported and
Domestic Merchandise*

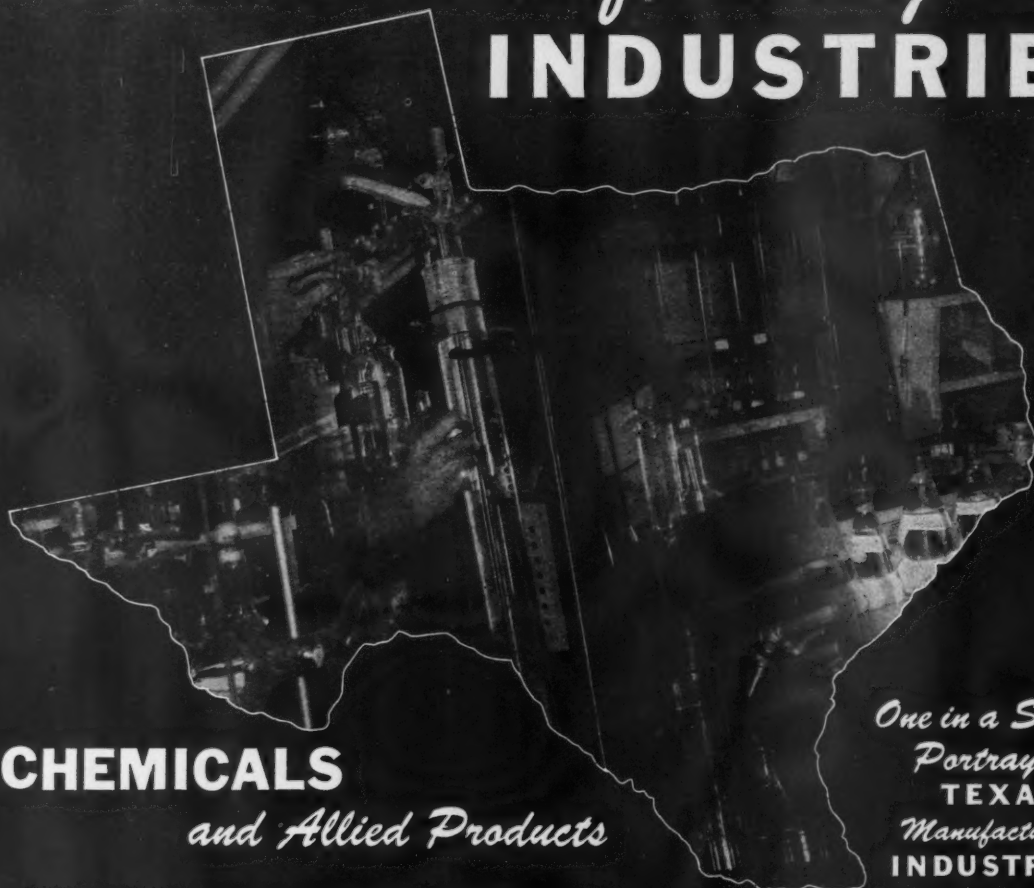
★ Dallas' position in the Southwest market has come through geographical advantages ...know-how merchandising and hard work. S. H. Lynch & Co. has watched Dallas' steady rise, and this firm's growth has, in a large measure, paralleled it. Our interests have spread into many fields. As distributors, we supply merchants of this territory with famous products, both domestic and imported.

★ Other divisions include the distribution of Seeburg coin-operated, Scientific Sound Distribution systems for top-ranking restaurants ... and the presentation of the Famous James Lightweight Motorcycles from England. We shall continue to keep attuned to the progress of this great Southwest territory.

S. H. LYNCH & CO.

IMPORTERS AND DISTRIBUTORS ★ PACIFIC AT OLIVE

TEXAS *Manufacturing* INDUSTRIES



CHEMICALS *and Allied Products*

Significant of the future economic development of Texas is the expanding industry of chemicals and their allied products which received great impetus during the war. Notable among these have been the establishment of plants producing alkali, bromide and magnesium, nylon, plastic compounds, and the rapid growth of the carbon black industry, which produces 68 per cent of the nation's supply.

The last census of manufacturing reveals that the Chemical Industry employed 8,198 workers at an annual wage of \$8,733,083. Total value of the industry, before the war, was \$106,705,249, of which \$28,450,046 represents the value added by manufacturing. Exports of chemicals and allied products through Texas ports amounted to 134,952 tons.

*One in a Series
Portraying
TEXAS
Manufacturing
INDUSTRIES*

Not included in this classification of Texas' Chemical Industry is the war-time—and now peace-time—production of large quantities of toluene, styrene, butadiene and trinitrotoluene, which would add a substantial sum to the total value of the industry.

The construction of large chemical manufacturing plants in Texas during 1944 and 1945 adds emphasis to the increase of the Chemical Industry in this vast state.

The Texas Employers' Insurance Association, Texas' largest writer of Workmen's Compensation insurance, salutes this great industry. With water, land and air transportation facilities available for shipments of raw and finished chemical products, Texas stands on the threshold of a new era in chemical processing and manufacturing.

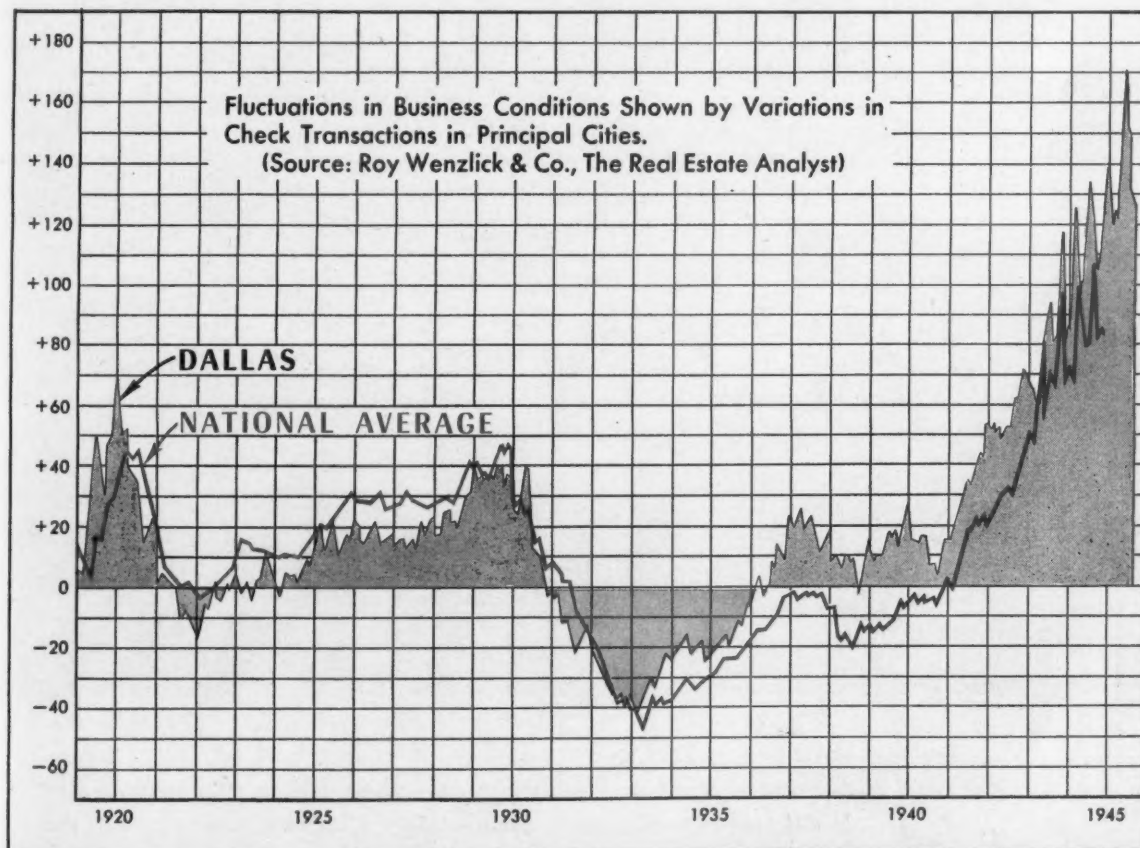
TEXAS EMPLOYERS INSURANCE ASSOCIATION

Home Office: DALLAS • District Offices in: ABILENE • AMARILLO • AUSTIN • BEAUMONT • CORPUS CHRISTI • DALLAS • EL PASO • FORT WORTH
GALVESTON • HARLINGEN • HOUSTON • LUBBOCK • MIDLAND • PORT ARTHUR • SAN ANTONIO • SHERMAN • TYLER • WACO • WICHITA FALLS
HOMER R. MITCHELL, Chairman of the Board A. F. ALLEN, President

Lower Construction Costs

Climate and good labor conditions make industrial construction costs at Dallas considerably lower than in the industrial centers of the North and East. The following data on comparative costs was provided by a nationally known engineer:

1. In the design of structural steel for factories at Dallas, snow loads can be eliminated, affording a saving of approximately one and one-half pound of steel per square foot of area.
2. Footings do not have to be carried to great depths, because frost does not penetrate deeply. It is estimated this factor saves one-fourth of the normal cost of footings for industrial plants.
3. The degree-day analysis of the Dallas area's weather records indicates a saving of 30% can be made in the installation of heating plants.
4. It is not necessary to provide for heating concrete during winter months, thereby saving 30 cents per cubic foot on all concrete poured during winter months as compared to average conditions in the North and East.
5. Climatic conditions afford the contractor better continuity of operations, enabling him to establish a schedule of completion dates which can be met, with resultant savings on contract price and availability of the plant at an earlier date.
6. In the average manufacturing operation in the Dallas area, brick sidewalls are not necessary. Metal siding can be used, with quick installation, thereby cutting both time and costs of construction.
7. Where boiler plants are necessary, boilers and equipment do not require housing.
8. Favorable labor conditions make work interruptions less likely, and give the contractor greater probability of completing the job on schedule and within bid or estimated prices.
9. The Dallas County Construction Employers Association pioneered in establishment of fair wage scales with the building trades, thus assuring stabilized construction costs for Dallas' postwar building program.

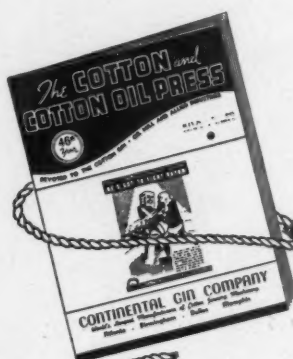




INDUSTRIAL DALLAS... 1. Lone Star Cement Corporation, portland cement. 2. Procter and Gamble Manufacturing Company, vegetable shortening, glycerine and soaps. 3. Fleischmann's Yeast Company, yeast. 4. Southern Aircraft division of Portable Products Corporation, aircraft, kitchen furniture, gas space heaters, metal products. 5. Southwest Airmotive, Inc., aircraft maintenance and overhaul.

IT HAS been our privilege to serve the Cotton Ginning and Cottonseed Oil Milling industries throughout the Southwest—and the nation—for the past 46 years.

We look forward to—and intend to contribute our share toward—a future filled with promise for the Cotton Industry.



The only publication exclusively serving the cotton gin, cottonseed oil mill, and allied industries... from California to the Carolinas.

Congratulations and best wishes to the 7th Annual Cotton Research Congress, meeting in Dallas, July 8-9.

The COTTON *and* COTTON OIL PRESS

Published by

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DALLAS 1, TEXAS



—And you'll want to consult an electrical contractor as the man who is *trained* to install *Adequate Wiring* in your home.

Let him know about your ideas for your new or remodeled home. Chances are he will have more ideas for your electrical comfort than you ever dreamed of.

Your electrical contractor will know the wiring requirements for the electrical load your home will carry. He is one of the business men of your community—maybe even one of your neighbors. Call him today.

DALLAS POWER & LIGHT COMPANY

Electricity is Cheap in Dallas

CLIMATE DALLAS Meteorological DATA

DALLAS has a generally mild climate, with relatively low humidity. It is far enough inland to escape the heavy damage caused periodically in the coastal cities by tropical hurricanes and flood crests rolling down Texas rivers. Records of the U. S. Weather Bureau at Dallas, over a 31-year period, provide a complete story on Dallas' climate.

COMPARATIVE DATA AND EXTREMES 31-Year Average

MONTH	TEMPERATURE							RELATIVE HUMIDITY (per cent)				PRECIPITATION (inches)						
	Mean Maximum	Mean Minimum	Mean Monthly	EXTREMES				Number of Degree Days (base 65)	6-30 a. m.	12-30 p. m.	6-30 p. m.	12-30 a. m.	Total	Greatest in 24 hours	Date	Snowfall (unmelted)		
				Highest	Date	Lowest	Date									Total	Greatest in 24 hours	Date
Yr. of Record Yrs.	31	31	31	31	31	31	31	31	29	11	5	31	31	31	31	31	31	
Jan.	55.3	36.2	45.7	88	1943	-3	1930	599	80	61	62	75	2.35	3.37	1938	1.0	7.1	1917
Feb.	59.4	39.9	49.6	93	1918	2	1933	441	78	58	57	73	2.04	3.31	1938	0.3	5.5	1924
Mar.	67.0	46.3	56.6	96	1916	11	1943	291	74	52	50	70	2.72	4.39	1920	0.4	3.5	1924
Apr.	75.0	55.2	65.1	96	1925	30	1914	89	78	52	52	74	4.13	6.08	1922	T	0.1	1938
May	81.6	63.2	72.4	103	1927	44	1931	14	83	56	55	79	4.75	4.37	1922	0	0	0
June	90.1	71.5	80.8	105	1936	53	1919	0	81	53	53	79	3.30	4.52	1935	0	0	0
July	93.7	74.8	84.2	105	1925	56	1924	0	78	49	47	70	1.76	2.24	1933	0	0	0
Aug.	93.9	74.6	84.3	110	1936	57	1915	0	78	47	44	68	2.26	5.23	1915	0	0	0
Sept.	87.6	68.1	77.8	106	1939	36	1942	5	80	49	49	70	2.70	6.17	1936	0	0	0
Oct.	78.3	57.5	67.9	100	1938	26	1917	75	80	50	51	73	2.98	3.94	1918	0	0	0
Nov.	65.8	46.6	56.0	86	1921	19	1940	295	79	53	57	74	2.62	4.44	1918	0.2	2.6	1937
Dec.	56.6	38.4	47.5	81	1922	10	1924	547	80	59	64	80	2.55	4.14	1928	0.4	6.4	1926
					Aug.		Jan.							Sept.				
Year	75.4	55.8	65.7	110	1936	-3	1930	2356	79	53	53	74	34.16	6.17	1936	2.5	7.1	1917

MONTH	SUNSHINE		WIND (corrected to true velocity)				Average cloudiness (Scale 0-10)	NUMBER OF DAYS											Temperature			
	Number of hours	Percent of possible	Avg. hourly velocity	Prevail. direction	Highest			Winds 12 m. p. h. or over	Clear	Partly Cloudy	Cloudy or more	Precip. 0.01 in. or more	Snow, 0.01 in. or more	Thunder storms	Fog, dense	Fog, light	Maximum		Minimum			
					Velocity	Direction											Date	32° or below	90° or above	32° or below	90° or above	
Yr. of Record Yrs.	31	31	31	31	31	31	31	13	31	31	31	31	31	31	31	31	31	31	31	31	31	
Jan.	169	53	10.4	NW	60	SW	1939	5.4	2	12	7	12	8	1	2	1	4	2	0	11	x	
Feb.	170	55	11.2	S	54	SW	1939	5.4	3	10	7	11	7	1	2	1	4	1	x	6	0	
Mar.	231	62	12.6	S	54	W	1938	5.0	5	12	9	10	7	1	4	1	2	x	x	3	0	
Apr.	251	64	12.4	SE	53	SW	1932	5.1	5	11	9	10	8	x	7	x	2	0	1	x	0	
May	286	67	11.0	SE	63	W	1929	5.1	3	10	11	10	9	0	8	x	1	0	3	0	0	
June	330	77	10.3	S	52	SW	1928	4.2	2	13	12	5	7	0	7	0	x	0	17	0	0	
July	350	80	9.0	S	68	N	1936	3.8	1	16	11	4	5	0	5	x	x	0	26	0	0	
Aug.	323	78	8.9	S	51	NW	1927	3.8	1	16	11	4	6	0	6	x	1	0	25	0	0	
Sept.	276	74	8.8	SE	47	W	1930	3.9	1	16	9	5	5	0	4	x	1	0	14	0	0	
Oct.	240	68	9.4	SE	52	N	1932	4.0	1	16	8	7	6	0	3	x	2	0	1	x	0	
Nov.	185	59	10.4	SE	50	W	1926	4.7	2	13	7	10	6	x	2	1	3	0	0	2	0	
Dec.	161	52	10.1	SE	43	SW	1939	5.4	1	12	6	13	8	1	2	2	5	1	0	8	0	
						July																
Year	2972	66	10.4	SE, S	68	N	1936	4.6	27	157	107	101	82	4	52	6	25	4	87	30	x	

x—less than one day.

NUMBER OF HOURS OF FLYING WEATHER AT LOVE FIELD, FIVE-YEAR AVERAGE

	Hours Per Year	%
Contact flying	8,265	94.4
Instrument flying	336	3.8
Field closed	158	1.8



INDUSTRIAL DALLAS... 1. Mosher Steel Company, structural steel and steel plate fabrication. 2. The Schoellkopf Company, harness, saddles, auto seat and tire covers, work clothing. 3. Love Field terminal, busiest airport in the Southwest. 4. Higginbotham-Bailey Company, women's dresses, underwear, coats, suits, millinery; men's dress shirts and pants, work clothing, etc.

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DALLA

IN DALLAS *Last Month*

IRA C. JARED, purchasing agent for the Sun Oil Company, has been elected vice president of the National Association of Purchasing Agents. CHARLES F. WILSON, supervisor of stores for the Lone Star Gas Company, has been named vice chairman of the utility group of the association.



Bank Vice President. John K. Campbell, formerly assistant vice president, has been elected a vice president of the Republic National Bank, with duties in the correspondent bank division.

FRANK FALLON, president of Super-Cold Southwest Company, has been elected president of the Commercial Refrigeration Distributors' Association. Other officers include I. L. JACKSON, vice president; and PHILIP T. MINOR, secretary-treasurer.

New Texas Newspaper Publishers' Association officers include MEYER DONOSKY, "Dallas Morning News," and D. A. GREENWELL, "Dallas Times Herald."

RUSSELL M. BAKER has been elected judge advocate of Cosmopolitan International and ELDON BLAINE, lieutenant governor of the Southwestern Confederation of Cosmopolitans.

The Dallas Chapter, National Association of Cost Accountants, has received one of the annual national awards of the organization for general excellence, which was presented in New York to CLAI-BORNE JOHNSON, president-elect of the Dallas Chapter.

JOE BERNSTEIN has announced plans to open soon the Dallas Appliance Store, 2114 Greenville Ave.

F. W. EDWARDS has been named product service specialist with the Dallas district office, Edison General Electric Appliance Company.

D. L. MOORE has opened a restaurant and tourist courts on Highway 80, east of Dallas, known as Hilltop Courts.

R. BARNEY SHIELDS has been named president of the Dallas Sales Executive Club, succeeding J. R. TEMPLE. Other officers elected include GEORGE YOUNG, first vice president, and ROBERT W. HOGAN, second vice president.

PATRICK F. BODDY has been appointed musical director for The Music Center, 2909 Maple.

TOM E. SARGEANT has been appointed secretary of the Mortgage Corporation of Texas.



Union Station Manager. W. W. Fair, general passenger agent for the Texas & Pacific Railway Company, has become vice president and general manager of the Union Terminal Company, succeeding Murrell L. Buckner, who resigned.

The East Texas Chamber of Commerce has named three Dallas men to membership on its new committees: E. L. SMITH, agriculture committee; E. B. GERMANY, taxation and legislative committee; and NATHAN ADAMS, industrial committee.

Public Relations Counsel PUBLICITY SERVICE

Bernard Brister

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Advanced by Dr. Pepper. Stanley W. Foran, left, formerly general sales manager for the Dr. Pepper Company, has been named head of a new department of the company to handle public relations and export development. T. Gordon Mason, right, has been advanced from director of field relations to sales manager.



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BUFORD COX, formerly assistant manager of the Southland Mortgage Company, has opened a new office under the name of Buford Cox & Company, Inc., specializing in mortgage loans, real estate and insurance.

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Electrical Contractors Use Guaranteed Job Plan

In the interest of protecting the public, the Northeast Texas Chapter of the National Electrical Contractors Association has inaugurated a guaranteed job plan, it has been announced by Lawrence Martin, secretary-manager. On all construction sites, members of the association are displaying signs to the effect that the electrical job is guaranteed by a NECA member. Upon completion of the job, the contractor issues a certificate stating that the electrical work is guaranteed for one year.

H. J. STRUTH has become editor-in-chief of the *Petroleum Data Book*, a new annual publication of the Petroleum Engineer Publishing Company.

E. W. BRUYERE has been transferred from the Fort Worth store of Fakes & Company and appointed manager and buyer of the drapery and floor covering department for the company's Dallas store.

E. DeGOLYER, JAKE L. HAMON, D. A. HULSEY, H. L. HUNT and GRADY VAUGHN have been elected members of the newly formed National Petroleum Council.

V. R. SMITHAM, Dallas City Manager, has been elected president of the International City Managers' Association.

Robert D. Goodwin

ARCHITECT

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New Sportswear Officers. John Donovan, center, of the Donovan Manufacturing Company, is the new president of the Dallas Fashion and Sportswear Center, having been moved up from second vice president to succeed Gordon Edwards of Gordon Edwards, Inc.

Other officers, pictured from left to right, are: Justin McCarty of Justin McCarty, Inc., first vice president; Frank H. Kidd of Graham-Brown Shoe Company, secretary-treasurer; Gerald Miller of Clock-Wise Fashions, second vice president; and Mark Hannon, executive secretary-manager.

O. W. GROSSKOPF has been appointed credit and office manager of the Dallas branch office of Pillsbury Mills, in charge of office personnel and credit and office activities.

HAROLD W. MOSBY has been appointed director at Dallas of the Texas division, Atlantic Life Insurance Company of Richmond, Va.

JOHN W. CARPENTER, president of the Texas Power & Light Company, has been named a trustee of the National Committee for Economic Development.

JOSEPH B. BINFORD has been named sales manager and KENNETH W. SCULLY, statistician, for the Dallas office of Dittmar & Company.

A. J. RUISINGER has purchased Carson's Home and Auto Store, and will handle sporting goods, automobile and home appliances.

New manager of the Veterans' Administration Hospital at Lisbon is DR. HARVEY C. HARDEGREE, who succeeds DR. CHARLES L. MAGRUDER, retired.

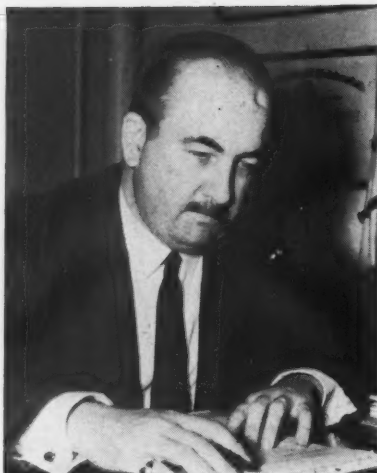
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FLOWERS WIRED ALL OVER THE WORLD



Elected by Managers. Ingram Lee, Union Central Life Insurance Company, is the new president of the Life Insurance Managers Club of Dallas. Other new officers are E. Gordon Perry, American National Insurance Company, vice president; and Rayford B. Hills, Aetna Life Insurance Company, secretary-treasurer.

Myers Company Opening Concrete Block Factory

Myers Manufacturing Company has in primary production a factory established on a site at Beckley and Commerce, leased from H. P. Inge, for the manufacture from concrete of building blocks, common and face bricks, roofing and drain tile. The plant is expected to reach full reproduction by next spring, when additional machinery becomes available, and, when completely set up, will cost approximately \$50,000, said Edwin Myers, owner.

Mr. Myers, who has been in the real estate and insurance business for 20 years in Dallas, is president and general manager of Edwin Myers & Company, with offices at 1910 Commerce and 403 North Bishop, which has expanded its operations to include all forms of insurance and fidelity and surety bonds.

JOSEPH CHASTAIN has been elected president of the newly-formed Dallas Antique Dealers' Association.



Sales Manager. Bruce N. Spencer, Jr., who was recently released from the Army with the rank of lieutenant colonel, has been appointed sales manager and Dallas representative of the Halbert Company of Fort Worth, a new concern organized for the manufacture of the Halbert gas lift and allied oil well equipment. Prior to military service, he was production engineer in east and west Texas for the Atlantic Refining Company. He will maintain his residence in Dallas at 3202 Princeton.

B. AUTRY of Dallas has been re-elected president, and MRS. MAYE WHITLEY of Dallas has been continued as executive secretary of the Texas Association of Accredited Beauty Culturists.

New Name - New Location

Watch for Our
Announcement
In September Issue



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Riverside-5816



After Bridge

The perfect hostess serves Boedecker ready-sliced brick ice cream.
It's quick, easy and colorful. Packed in combinations of flavors:
Strawberry and Vanilla • Chocolate and Vanilla
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Vanilla • Chocolate • Cherry
Each ready-sliced quart brick contains eight individual servings... packed in dry ice to last hours.

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or any type of clerical help for office or factory.

Call Riverside-1042

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General Attorney. Frank L. Wiegand, Jr., secretary of the Oil Well Supply Company of Dallas, has been appointed to the additional office of general attorney. A graduate of Harvard College and Harvard Law School, Mr. Wiegand was associated with a Boston law firm previous to joining the Oil Well Supply Company in 1942 as an attorney in the Oil City, Pa., office. He became secretary in the company's headquarters in Dallas in 1945.

JOSEPH FLAIG of Dallas has been elected president of the National Cottonseed Products' Association.

HENRY S. MILLER, SR., has been appointed to the board of directors of the Young Men's Christian Association.

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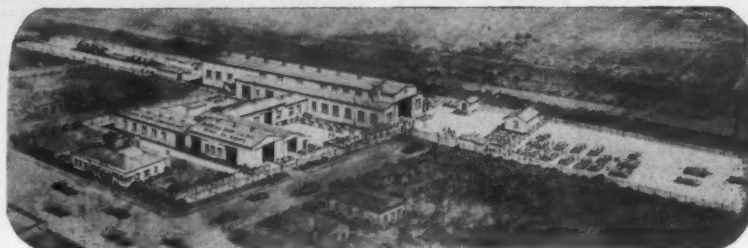
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Investment Officers. O. V. Cecil, left, has been elected treasurer, and W. Perry McPherson, right, has been named vice president of R. S. Hudson & Company, Inc., investment bankers.

Liquid Lawn Fertilizer Service Begins In Dallas

Mr. O's Liquid Fertilizer Lawn Service has been established in Dallas by V. C. Allen, 6151 Goliad, who has obtained the Dallas franchise for a nation-wide system of liquid application of fertilizer on lawns. Mr. Allen said that he is operating a fleet of pressure tank trucks in which balanced, odorless fertilizer has been scientifically mixed with water.

C. W. HUDSON has been elected president of the Park Cities Lions Club.

New president of the Cosmopolitan Club is R. E. DENNISON. Other officers are T. B. PRESTON, vice president; E. L. RODGERS, secretary; J. J. MIMIER, treasurer; and H. S. AVERY, sergeant-at-arms. W. J. STEVENSON, ORVILLE DUFF and W. A. BALTZELL are members of the board of managers.

DEAN W. L. STANGEL, head of the agricultural division at Texas Technological College, has been named general superintendent of livestock for the State Fair of Texas.

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Honors for "Colonel Bill." Often referred to as the dean of insurance counselors, 83-year-old William Thompson, left, Dallas attorney, who has been the legal representative in the Southwest of fire insurance companies since 1890, received the plaudits of old-timers, close friends and associates at a testimonial dinner given in his honor last month in Hotel Adolphus' Palm Garden.

One of the more than 200 who were present to pay tribute to "Colonel Bill," as he is known to the insurance fraternity, was Alphonso Ragland, Jr., right, president of the Dallas Insurance Agents' Association, which joined with other insurance groups in sponsoring the banquet.

Mr. Thompson, who was graduated from the University of Texas law school in 1887, and had several law partners and at times practiced alone, headed the firm of Thompson, Knight, Baker and Harris, formed in 1914, which was predecessor to the present firm of Thompson, Knight, Harris, Wright and Weisberg. Alfonso Johnson, manager of the Dallas Insurance Agents' Association, was general chairman of arrangements for the dinner.

BRIAN MURPHY, Maximum Sales Company, has been appointed dealer in Texas for the Dogmaster, new hotdog roasting oven.

CAPT. RAYBURN H. CARRELL, after four years of Army service, has re-entered the insurance field with an agency in Dallas.

G. W. PLOUDRE has been appointed general agent at Dallas for the Great Northern Railway, succeeding I. H. TURNER, who has retired.

MRS. HELEN WEBSTER KEITH has been elected recording secretary of the National Association of Insurance Women.

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Historical Society Head. Judge Tom L. McCullough has been elected president of the Dallas Historical Society. Acting president since February, he succeeds the late G. B. Dealey, founder of the organization. Judge McCullough is shown examining a Japanese air force flag, sent to

him by his nephew from Okinawa. Other officers elected in the society include Summerfield G. Roberts, vice president; E. DeGolyer, vice president; Robert Ogden, counsel; Sam Acheson, secretary; D. W. Forbes, treasurer; Herbert Gambrell, director; and Miss Virginia Leddy, archivist.

Nesbitt Company Opens Dallas Regional Office

John J. Nesbitt, Inc., of Philadelphia, which manufactures the Warren-Nesbitt unit heater, the Syncretizer unit ventilator, and heating and cooling coils, has opened a regional office in Dallas in the Construction Building, with M. J. Murray as manager. The Dallas office will serve Texas, New Mexico, Oklahoma, southern Kansas, Arkansas, Louisiana, and Mississippi.

Back from service as major in the Air Transport Command, **JOE LINDSLEY** has become associated with J. W. Lindsley & Company in the business property sales department.



Lions Club Elects. Will C. Grant, advertising director for the Lone Star Gas Company, has been elected president of the Lions Club of Dallas. Other officers are Fay Brown, first vice president; Ralph D. Baker, second vice president; and A. Cole Stephens, secretary-treasurer. New directors include Louis N. Sparkman, Knud E. Larsen, J. B. Burleson, A. B. Meyer, Dr. Bibb Ballard, Alvin M. Owsley, and C. C. Renfro.

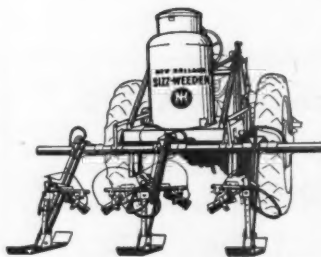
New Name - New Location

Watch for Our
Announcement
In September Issue



SIZZ-WEEDER

The SIZZ-WEEDER kills weeds and grass in COTTON and other crops. And it does the job, with no more damage to the crops than hoeing. The principle is simple. By applying flame into the crop row, weeds smaller and more tender than the crop itself wilt and die, but the crop plants remain healthy and unaffected.



SOUTHWEST Company

DISTRIBUTORS OF QUALITY FARM EQUIPMENT

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DALLAS

PHONE T-1404



Jaycees Elect. Ed E. Sammons is the new president of the Dallas Junior Chamber of Commerce, succeeding John Mangrum, newly-elected Texas Jaycee president. Other Dallas officers are Bill Thompson, George Edwards and Willard Crotty, vice presidents; Martin Caldwell, secretary; Bob Temple, treasurer; and Jim Reid, state director. New directors are Francis Barr, Clarke Bayless, Martin Benno, Jack Griffin, Sidney Lee, Weldon McNeely, Jack Morris, Grady Pendleton, Austin Scott, R. V. Thompson, Tim Welch, and E. F. White, Jr.

H. E. WOLFRAM has been elected president of the Oak Cliff Lions Club.



Heads Underwriters. Hal D. Webb, who was recently elected vice president of the Texas Association of Life Underwriters, has also been elected president of the Dallas Association of Life Underwriters. Other Dallas Association officers include J. Howard Ardrey, first vice president; Ed O. Choice, second vice president; Guy L. Goldstandt, treasurer; and Cora A. Dulaney, secretary. New directors are Orville W. Ericksen, W. W. Henslee, Ben W. Thomas and Milton F. Simmons.



Public Relations Chief. Albert L. Harting, former Dallas newspaperman, recently returned from military service, has been named director of public relations for Southwest Airmotive Co., Love Field.

Smith-Dorsey Company Opens Dallas Branch

A Dallas branch office serving five Southwest states has been opened by the Smith-Dorsey Company of Lincoln, Neb., manufacturing pharmacists, with headquarters on the ninth floor, second unit, of the Santa Fe Building. Elmer Hauschildt, veteran employee of the company, has been appointed manager of the new branch, which has a staff of ten salesmen in the Texas territory.

A complete line of pharmaceuticals will be stocked in the new Dallas quarters, Mr. Hauschildt said. In announcing the selection of Dallas for the Southwest branch, F. W. Misch, Smith-Dorsey general manager, said that he felt the city to be an ideal location for the distribution of his company's products.

Employment Service To Observe Anniversary

Skiles Employment Service, 506 Southwestern Life Building, will observe its third anniversary in the employment field in Dallas, August 4. Mrs. Susie L. Skiles, owner, has had eight years of employment experience. She is a member of the National Employment Agencies Association.

ROBERT D. LOKEN, who was recently discharged from the Navy, has been named training director for Neiman-Marcus Company.

MARSHALL S. CLOYD, Dallas, and **JONAS S. TOUCHSTONE**, Los Angeles, have organized a new life insurance brokerage firm to be known as Touchstone-Cloyd & Associates.

MARK LEMMON ARCHITECT

213 Tower Petroleum Bldg.—Dallas
Riverside 2540



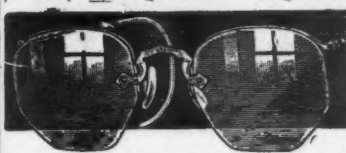
Plant Manager. E. T. Taylor has been named plant manager for the newly-established appliance service center and attic ventilating fan factory of General Electric Company's appliance and merchandising department, which will serve the seven-state Southwest territory.

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New Flour Official. J. W. Hulsey, newly appointed general manager of the Fant Milling and Grocery Company, is looking over inventory of Gladiola flour.

Dallas Concern to Make Cotton Stalk Cutter

Designed to cut cotton and corn stalks within an inch of the ground, a rotary steel stalk cutter is expected to be in production soon by the Richardson Machine Tool & Die Company, 5428 Kealing, it has been announced by Jimmie Richardson, president.

DR. CARL A. MOYER has joined Southwestern Medical College as full-time professor of experimental surgery.

RHODA LOU LANE has been elected vice president of the Lone Star Council of Credit Women.

LYN E. DAVIS has been elected a director of the Greenville Avenue State Bank.



Medical Chief. Dr. Speight Jenkins has been elected president of the Dallas Academy of Ophthalmology and Otolaryngology. Other officers chosen are Dr. Claude Winborn, vice president, and Dr. E. L. Darrough, secretary-treasurer.



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Furniture President. Julius H. Smith, Smith Furniture Company, has been elected president of the Dallas Retail Furniture Merchants' Association. Other officers are Hal Howard, vice president, and C. B. Anderson, secretary-treasurer. New directors are Charles Rick, Walter A. Duffey, Ben Stanford, Walter Luna, Wallie Woods, W. P. Kelly, and Cliff Rogers.

DEAN GERALD G. MOORE of St. Matthews Cathedral has been elected president of the Dallas Pastors Association for the ensuing year.



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Dallas, Texas

Corrugated and Fibre Boxes

GRAYSON GILL

Architect and Engineer

306 Great National Life Building



Civitan President. Frank Lindsey has been elected president of the Dallas Civitan Club. Other officers are George W. Sanberg, president-elect; Milton Justice and Jack Meletio, vice presidents; P.M. Brier, treasurer; and A. L. Berthold, secretary. Directors include Bruce Cunningham, Wayne Gratigny, Gaylord Haley, Jack H. Hixson, V. A. Kagay, G. Ray Lee, W. H. McGill, James A. McRoberts, M. F. Murray, Ralph Read, Louis H. Whiting, Bert Stitt, W. K. Vaughn, Hughes A. Wellbaum, and Wes Green.

R. H. McKAY, former principal of W. E. Greiner Junior High School, has been named principal of Sunset High School.

A former Army chaplain, the REV. GERRY C. DEAN has been named assistant pastor of Tyler Street Methodist Church.

Landauer and Associates Offer Engineering Service

The firm of Leo L. Landauer and Associates, consulting engineers, 4801 Lemon, has recently been organized by Leo L. Landauer, who previous to entering military service in December, 1941, was a member of the engineering firm of Kribs and Landauer, which specialized in the design and supervision of mechanical and electrical systems for commercial, industrial and residential structures. He was released from active duty with the Navy last December with the rank of commander.

The new organization also includes J. E. Guerrero, who was connected with the firm of Kribs and Landauer for 10 years before the war; A. C. Lagow, who has returned from four years of Navy duty; and Joe M. Boyer, who was with Kribs and Landauer previous to his Navy service.

Continental Trailways Adds to Dallas Service

Stepping up its service from Dallas to San Antonio and Houston, Continental Trailways Bus System has placed two new fast limiteds in operation: The "Continental Flyer" between Dallas and San Antonio and the "Continental Comet" between Dallas and Houston.

JOE C. DARROW has been appointed superintendent of distribution of the Dallas division, Lone Star Gas Company.



WAA Regional Director. Harry L. Holliday has been appointed regional director of the War Assets Administration in Dallas, succeeding A. G. Elmendorf, who resigned because of his health. Mr. Holliday is native of Dallas, and at one time was a vice president of the Texas Bank & Trust Company. He joined the Reconstruction Finance Corporation in 1933. At the time of his appointment as WAA regional director, he was assistant to Mr. Elmendorf.

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Smaller!
ONE-PIECE
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FREE DEMONSTRATION
IN YOUR HOME OR AT OUR OFFICE
VACOLITE DALLAS CO.
2110 Mercantile Bank Bldg.
Phone C-3534

New Mayfair Store Plans Opening in Fall

The five-story Mayfair Store, now under construction at Elm and Akard, is scheduled for opening in the fall, it has been announced by Frank Rubenstein, president and board chairman of the Mayfair Corporation. It will be a departmentalized specialty store for women's and children's merchandise.

Designed by George Dahl, the building will be air conditioned, fireproof, of Texas granite and Austin stone construction, and will have a large studio window on each floor facing Elm. J. E. Morgan has the construction contract.

FRED C. MARTH, A. Harris & Company, has been elected to the board of the National Retail Credit Association as director-at-large.

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LABORATORY

2019 1/2 Main Street

C-4712



New Rogers Company Home. The Rogers Company, formerly known as Rogers Printing Company, will move early in July into a new plant at 1911 Canton, pictured above, where new printing equipment will be installed and several new divisions will be opened.

Charles C. McDaniel, left, who recently returned from military service as a lieutenant in the Army Medical Corps and has had 21 years of experience in the office equipment, supply and stationery business, has been appointed manager of the office supply and stationery division of the Rogers Company. Paul P. Smith, right, who has had 25 years of experience in the mechanical and supervisory phases of the printing business and served in the Army Ordnance Division as planning technician in the Government printing office, has been named manager of the planning and estimating division.

Cullum and Boren Plans Improvement Program

Cullum and Boren Company has announced a program of improvements which will include a new front, air conditioning and a remodeled interior for the retail sporting goods and toy store at 1509-11 Elm and a three-story and basement factory addition, 1511 Federal.

New Carroll's Sports Shop to Be Opened

As soon as remodeling is completed, Carroll's Sports Shop will be opened at 1641 Pacific, near Ervay, by Rupert G. Carroll, son of the late William G. Carroll, with whom he was associated in the former Carroll's Sports Shop before serving in the Naval Air Corps.

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"This Month in Dallas" Is New Visitors' Guide

"This Month in Dallas," a magazine slanted to Dallas visitors and edited and published by Abe Berger, publicity director of the Hotel Adolphus, has made its appearance under sponsorship of the Dallas Charter 51, Hotel Greeters of America.

A renewal of a visitor's guide published before the war, the new publication is distributed in Dallas hotels, airline ticket offices, railway and bus stations and at the information desk of the Dallas Chamber of Commerce. Features include a two-page map and legend of the downtown area of Dallas; a thumbnail history of Dallas; a suggested visitor's tour of the city; a schedule of coming events in the fields of art, culture, sports, and the like; traffic tips; Dallas facts; a list of best sellers available in Dallas bookshops; an entertainment calendar; and points of interest in the city.

In addition to Mr. Berger, the staff of "This Month in Dallas" includes Irwin L. Goldman, associate editor; and Michael Michelow, business manager, both World War II veterans.



New Officer. Jay C. Stilley has been elected secretary-treasurer of the Texas Cotton Ginners' Association, succeeding John Thompson, who resigned. Mr. Stilley was with Haughton Brothers, printers, for 10 years.

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TEXAS TEXTILE MILLS

DALLAS • MCKINNEY • WACO

Largest Cotton Manufacturers West of the Mississippi



New Saxet Company Building. The Saxet Company, organized late in 1945, has moved into its new home of modern design at Lovers Lane and Lomo Alto. In addition to serving as a dealer in home equipment and appliances, floor and bridge lamps, gift and art ware, the concern offers a contracting and shop service for the installation and repair of plumbing, heating, electrical, and air conditioning equipment for homes and business buildings. Jerry E. Farmer is president of the Saxet Company. Clyde P. Rice is secretary-treasurer.

Braniff Expansion

(Continued from Page 22)

system, with executive, traffic, treasury, operations, personnel, and training offices located on 17 acres west of the field.

While these new routes were still in the "application pending" stage, Braniff's

domestic operations were being expanded. Personnel increased 75 per cent during the last 12 months with more than 1,200 workers based in Dallas alone; flights were added all over the system; and four-engined service was inaugurated from Dallas to Chicago via Kansas City, and between Dallas and San Antonio. The 17 acres of facilities at Love Field proved inadequate, and in the early part of May contracts were signed with the City of Dallas for lease of the Lockheed Modification Center at Love Field, approximately 48 acres of hangars, buildings, and parking space adjacent to its present base at the Dallas municipal airport.

Built by the War Department for use during the emergency, the modification center employed more than 2,500 persons at the peak of wartime production. The largest hangar, cafeteria, warehouse, parking area, and taxi strips will become available as soon as released by the Army. The administration building and three other hangars are presently occupied by the Veterans' Administration

and will become available to Braniff when vacated this summer.

New quarters will then include an administration building for executive offices of the company, four hangars, flight control tower, and building for Braniff operations at the field, warehouse, taxi strips and parking areas as well as numerous smaller buildings.

As part of a general traffic expansion program, a fourth traffic sector, the central division, covering four states and a trade area of five million people, was recently created, with headquarters being placed in Dallas. Douglass Wood, former district traffic head at Dallas, is division traffic manager, and Don Snell, cargo manager, for the area covering eight Braniff-served cities.

New flights from Dallas added during the past few weeks have included two non-stop flights to Houston, one operated with DC-4 craft; schedules to Ponca City, Okla.; four-engined service to Chicago, Kansas City, and San Antonio; air service for the first time to Muskogee, Okla.; another trip for Dallas commuters to Oklahoma City and Tulsa; and another schedule from Corpus Christi to Dallas.

Miss Lola Caffey Opens Shuffleboard Courts

Giving Dallas its first commercial facilities for playing shuffleboard, Miss Lola Caffey has opened the Casa Tula Shuffleboard Courts at 1506 McKinney, where a total of five courts will accommodate a maximum of 20 players at one time. Miss Caffey formerly served in a secretarial capacity with the Commercial Credit Corporation for 17 years.

Southwest Retail Trade Covered in New Report

"Current Developments in Retail Trade in the Southwest" is the title of a report, prepared by John K. Markwick, which has been released by Carl F. Bartz, regional manager at Dallas for the United States Department of Commerce.

Manufacturers of

Marcy Lee Dresses

AND

FunTog Sportswear



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Mfg. Company

—DALLAS—

Tom W. Collins
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LAKE SIDE-3669



Joins Produce Group. Charles F. Williams, Jr., who has been discharged after 35 months of Army service, has been appointed secretary of the Dallas Wholesale Fresh Fruit and Vegetable Association. Mr. Williams is the son of C. F. Williams, Sr., Dallas produce merchant, and has had experience in administrative and personnel work.

Withers and Company To Open Sports Store

Withers and Company, Inc., will open a new sporting goods and outdoor clothing and riding equipment retail store at 1401 Pacific, where a ten-year lease has been taken on the ground and mezzanine floors now being remodeled. President of the firm is John T. Withers III. Vice president is J. H. Dunn and secretary-treasurer is Tom O. Sheeran.

WYATT C. HEDRICK Architect and Engineer

519 W. Davis Telephone Madison 6185

Verson Starts Production Of Steel Kitchen Utensils

Verson Manufacturing Company, now building a \$500,000 factory at U. S. Highway 75 and Ledbetter Drive, has begun production of stainless steel kitchen utensils in a temporary pilot plant at 3922 Willow in preparation for the transfer of operations to the new factory next fall. A nucleus organization of a dozen employees engaged in tooling and die work has been expanded to 40 workers and will later be increased to 75 pending completion of the new factory, said Leon Krynski, Verson manager.

Within a year after the new factory starts operation, the company expects to employ between 400 and 500 persons. It also plans to add bathtubs and sinks to its line of drawn, stainless steel pots and pans, first to be manufactured in the Southwest.

Paul and Graham Form New Real Estate Firm

A new Dallas real estate firm—Paul and Graham, Realtors—has been formed by Charles T. Paul and E. Hoyle Graham, who occupy their own building at 711 Main. Since 1922 Mr. Paul has been a business and industrial property specialist with J. W. Lindsley & Company. Mr. Graham, who recently returned from military service, formerly was associated with J. W. Lindsley & Company.

DEWEY ADVERTISING AGENCY now occupies its own building at 2115 North St. Paul.

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Industrial and Business Properties
Sales, Leases and Management
Praetorian Building
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Alex D. Hudson James S. Hudson

Old Fashioned
FLAVOR

Bluebonnet
EXTRA PALE BEER



DALLAS-FORT WORTH BREWING COMPANY • DALLAS, TEXAS



Directs Recording Studios. Harvey R. Boyd, who has been a member of the announcing staff of KRLD for the last year and a half, has become manager of the Modern Transcription Studios, 1110 Southland Life Building. Before joining KRLD, he served KRRV, KPLT and KCMC.

HAUGHTON PUBLISHING COMPANY is new name of Ginner & Miller Publishing Company.

To the SMALL BUSINESS With BIG Ideas

★ This is a message from an advertising agency organization that likes to work with businesses that have growing pains. We thoroughly enjoy planning and handling advertising and merchandising campaigns on a limited budget...our greatest thrill comes from watching campaigns expand as results grow. Among our 20 clients are some whose advertising budgets have increased to sizeable sums. Others are just starting but definitely on their way. If yours is a small business with an ambitious program and a limited advertising budget, or a big business charting an advertising course with a modest initial expenditure, we'd like to talk to you about our service. No obligation. McMAINS, INC., 339 East Oakenwald, Dallas 8, Texas. Telephone Yale 2-1144.

Three New Distributors Open Offices in Dallas

Having adopted the theme of the Dallas Chamber of Commerce industrial development program for its name, the Dallas Southwest Company has been organized by R. P. Waite as a new Dallas distributorship. The firm will be housed with two other new distributorships, handling a dozen lines of machinery and other products, in a new building being completed at 1126 South Haskell and 1125 Stonewall.

Mr. Waite is president of the Dallas Southwest Company, which will be distributor for a number of related products including refrigerated walk-in boxes, food vaults, locker plants, refrigeration compressor units, heating controls, time switches, fire pump controls, condensate and vacuum pumps and chromium tables, chairs, and porch furniture. Other officers are L. Paul Saxer, vice president; E. J. Waite, secretary-treasurer; and D. M. Waite, sales manager.

Roy Darden Industries Southwestern Division, Inc., newly formed Texas corporation subsidiary of Roy Darden Industries, Inc., of Atlanta, Ga., will be a second tenant in the new building. M. W. Messer, vice president and treasurer of the Texas corporation, has moved to Dallas to direct operations of the Southwestern division which will distribute con-



—Pan American Airways Photo Service.

Dallas Hats Go Around the World. The Dallas market received added recognition last month when Pan American World Airways selected Resistol hats, made in the Garland plant of Byer-Rolnick Company, as the typical American hat to be worn by the male stars in the airlines' series of travelogues to be produced in Europe and Asia. Embarking on the world tour, left to right, Richard T. McIntosh and Edwin P. Hay are pictured receiving the hats from F. Reade Moore, buyer, and M. M. Michaels, president of Weber & Heilbronner Company of New York, which handles the Dallas product. The hat selected was the Texas model designed by Harry Rolnick.

crete block manufacturing equipment in the Southwest and Pacific Coast territories and in the South American markets.

The other new distributor is the Fisher Distributing Company, owned and operated by R. M. Fisher, who has moved to Dallas from St. Cloud, Minn. The concern will handle Hubbell-Yoder refrigeration plates and Co-Z-Air electric radiators in eight Southwestern states.

PORTER ELLIS has been made a junior partner of Ellis, Smith & Company, insurance agency which recently celebrated its silver anniversary. Porter Ellis is the son of Tom P. Ellis, one of the partners of the firm.

Adleta

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MANUFACTURING CO.

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OF STORE AND BANK INTERIORS

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Etsco

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COTTON TAGS
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COTTON RECEIPTS

ENNIS TAG AND SALESBOOK COMPANY

General Offices and Factory, ENNIS, TEXAS



—Photographs by Thomas K. Cone, Jr.

Breakfast for Guatemalan Agriculturists. In Dallas last month for a day's visit while touring agricultural sections of Texas, seven Guatemalan officials, accompanied by E. J. Kyle, Ambassador to Guatemala, were guests of honor at a breakfast sponsored by the Agricultural Committee of the Dallas Chamber of Commerce at the Hotel Adolphus.

Pictured, top left, left to right, are T. E. Braniff, president of Braniff Airways; Ambassador Kyle, former dean at Texas A. & M. College; and A. L. Ward, breakfast chairman, who headed the delegation from the Chamber's Agricultural Committee, who greeted the visitors upon their arrival at the Union Station. Center photo, left, shows, left to right, Eduardo Alejos, cattle breeder and corn grower; A. B. Jolley, Dallas County agent, who arranged for an inspection tour of farms in the county; and Lazaro Chacon, cattle breeder and Congressman. At bottom, left, are pictured, left to right, Carlos E. Dorion, sugar plantation and cattle ranch owner; and Robert Burgher, Dallas consul for Guatemala.

From top to bottom, right, are shown Augusto Castillo, business man and ranch owner; Carlos O. Zamora, coffee grower and cattle breeder; Rafael Herrera, engineer and sugar magnate; and Gabriel Asturias, agronomist and director general of the Guatemalan ministry of agriculture and animal husbandry.

Sears, Roebuck & Company was host at a luncheon honoring the Guatemalans.

New Name - New Location

Watch for Our
Announcement
In September Issue



1911 Canton
Riverside-5816

COMPANY

Southwest Airmotive To Add \$150,000 Hangar

Southwest Airmotive Company is planning to expand its facilities at Love Field by the construction of a new brick and steel hangar, 400 by 100 feet, to cost between \$125,000 and \$150,000. The new hangar will be fronted on the field by a 40-foot concrete apron.

DAVID A. McMINN has joined the State Fair of Texas staff as assistant to ROY RUPARD, State Fair secretary.

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T.A.C. President. Paul Carrington, Dallas attorney, a past president of the Dallas Chamber of Commerce and a director of the East Texas Chamber, has been elected president of the newly-formed Texas Association of Commerce. T.A.C. has been organized as a federation of Texas' three regional chambers, and will serve as a clearing house for discussion and action on public affairs for a united program of regional and local chambers.

Cowley and Monroe Form Designing Firm

Under the firm name of Cowley & Monroe, Tom W. Cowley, Jr., and R. E. Monroe have organized a structural and mechanical designing and drafting firm at 565 West Commerce.

Do You Need a Ghostwriter?

Our Literary Service Bureau prepares your speeches, articles, reports. Trained writers available. You merely supply the material—we "package" it into the finished story for **YOUR SIGNATURE**. Save your time—Increase your good will and public recognition.

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Central 4757

Dallas Theater Veteran Is Celebrating Fortieth Anniversary in Business

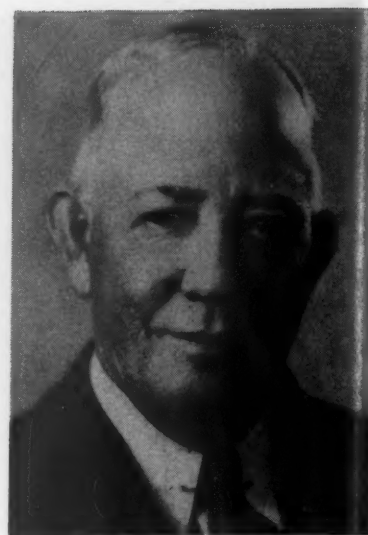
IN Dallas, at the northeast corner of Elm and Akard, stands a landmark of the city's growth—the Queen Theater, built in 1912 and opened January 1, 1913.

Four months later, on May 1, 1913, a young man, but a veteran in theatrical ventures, came to Dallas to become manager of the Queen. Today, he is still active in operating the theater, as the owner since 1923.

He is L. G. "Lou" Bissinger, native of Wilmington, N. C., who "adopted" Texas in 1906 and is this year observing his fortieth anniversary in the theatrical field.

Lou Bissinger's first business in the Southwest was a cigar store he opened in 1904 in Oklahoma City, at which time he met Tom Mix, the two becoming warm friends. In 1906, he went to Houston to become manager of the Lyric Theater, and then opened one of the first motion picture theaters in Houston, the Crescent, a 5-cent admission show prevalent at that time. He also opened theaters in Oklahoma City and Galveston.

When he came to Dallas to take over management of the Queen, it was at the request of E. H. Hulsey, the builder, whom he had met in the theatrical business in Oklahoma. In 1916 Mr. Bissinger became manager of the old Washington Theater in Dallas and an owner of the Gaiety Theater, the latter a vaudeville-



L. G. BISSINGER

musical comedy house having such names as Moran and Mack, Bert Lahr, Sally Rand, Billy House and Ervin White on its billboard.

The walls of Mr. Bissinger's office in the Queen Theater are lined with pictures, citations and proverbs of a wide variety of subjects. He is a member of the Variety Club and one of eight living charter members of the Lions Club.

Although nearing 69 years of age, Lou Bissinger still retains a cheerfulness and vitality which he attributes to a philosophy of mind over matter.

"Don't worry so much; do as I do and take 30 minutes each Friday afternoon to worry for the entire week," he advises.

Albert Rains has served as manager of the Queen for the last 23 years and, according to Lou Bissinger, is "the best manager I have ever known."

Dallas Spirit

(Continued from Page 27)

whom I first presented my request for the cashing of a check. I told him I was from Chicago, but within less than two minutes he had even made out the check for my signature. While doing so, a woman customer passed by his desk and announced a new arrival that morning which made her a grandmother. He took time to congratulate her with a smile and other indications of friendly interest. Then, after presenting the check which the teller accepted with a smile, to indicate the spirit of service, he said: "Hurry back."

(4) I asked a policeman near Harwood and Main Streets where to get a

(Continued on Page 69)

Real Estate —Loans—

**HOMES, APARTMENTS, AND
BUSINESS PROPERTIES**
F.H.A., Conventional
and G.I. Loans

Low interest—prompt, friendly service—flexible programs to fit your requirements. Commitments on plans.

MURRAY
INVESTMENT COMPANY
"Real Estate Financing Since 1908"
718 Republic Bank Building
Telephone C-4358

AWARD from CHARM MAGAZINE

OUTSTANDING national recognition came last month to the Dallas Fashion and Sportswear Center for its sponsorship of a school of design at Southern Methodist University, when one of the first 10 girls to complete the two-year certificate course was declared winner of the \$2,000 grand prize in a contest sponsored by Charm Magazine.

In competition with college girls in centers where design schools are older than S.M.U.'s, established two years ago, Miss Bonnie Jo Suchy won the top award of a six-month traveling fellowship. It was presented to her on the basis of her merits as a promising designer, her scholarship record at S.M.U. and her filed work in the ready-to-wear industry.

Before leaving for a trip of two and a half months to visit important apparel centers in the United States, followed by a tour of South America, Miss Suchy was honored with a luncheon at the Baker Hotel given by the Dallas Fashion and Sportswear Center. She was presented with many gifts for her trip, including wearing apparel and luggage, as an expression of good wishes from Dallas fashion manufacturers.



—Photographs by Thomas K. Cone, Jr.
DALLAS FASHION MARKET'S tribute to Miss Bonnie Jo Suchy, winner of Charm Magazine's grand award for designing, was a shower of gifts, presented on behalf of the manufacturers by A. H. Bailey, Higginbotham-Bailey Company, top, right. Pictured at top, left, are, left to right, A. C. Zumbrunnen, dean of men at Southern Methodist University; Miss Mary Greening, instructor in S.M.U.'s school of design during the past year; and Dr. Umphrey Lee, president of S.M.U. Shown at bottom, left to right, are Lester Lorch, of Lorch Manufacturing Company, chairman of the industry school committee of the Dallas Fashion and Sportswear Center, sponsor of the S.M.U. school of design; Miss Stella LaMond, S.M.U. art department head and director of the design school; Miss Suchy; Miss Lelabel Sheridan, representative of Charm Magazine; and John Donovan, of Donovan Manufacturing Company, president of the Dallas Fashion and Sportswear Center.

Dallas Spirit (Continued from Page 68)

taxi or a bus. He didn't just merely nod, but indicated specifically where I might stand for the cab, or if I wanted the particular bus which he described, he told me exactly where to stand, not near the corner, but opposite a certain store sign. Again, an indication of interest and service, plus.

(5) While waiting in my hostess' car I noticed another car had just developed a flat tire. Within less than a minute's time, two passing motorists and one pedestrian were at the driver's side, not only offering assistance, but actually helping him to change the tire and get started. What an indication of cooperation and brotherly interest!

(6) I called at a department store for a white shirt which for a long time has merely been a term in most places. With genuine courtesy the salesman replied that they had none on hand, but there was a possibility of a shipment coming in within 30 or 60 days. Did I wish to leave my name, regardless of where I lived, and he would see to it that I received one or more shirts. This was not done in a purely commercial manner. Surely there were enough buyers in Dallas to be cared for by that store, but it was another evidence of wanting to really help regardless of persons or places.

(7) We visited a restaurant and ordered the much coveted steak. My piece seemed to be a little too well done and was "tough looking." Before I could

comment on it, the waitress appeared and said: "They must have made a mistake in the kitchen. That isn't a representative order. Please let me change it." Well, that sort of thing isn't done often, but I am sure such a policy will pay dividends.

(8) I called at a hardware store for a mail box. The courtesy and attention shown me would be equivalent to that expected if I were buying a large bill of goods. But on the contrary, the salesman soon found that his store did not have what I wanted, although it had other types of mail boxes. But without any inquiry on my part he volunteered where I might find the particular kind of mail box in which I was interested. Of course, this was a competitor but the joy and

kindness with which he referred me to the other store was most unusual. It was unselfish, and made me wish I could patronize that first store some other time.

(9) I expected an air mail special delivery letter which did not arrive on schedule (the delay later was found to be in Chicago—not Dallas), and so I called the post office. I never before received such courteous attention from any governmental group. Upon my arrival at the post office each one I contacted seemed to be especially eager to be of service. The man in charge assured me they would make a search immediately, although it was difficult to know just where to start. Within two minutes the attendant walked toward me with a broad smile and expressed delight that they had located the special letter for me. I was overwhelmingly pleased with that Dallas spirit that could not be suppressed even in a workshop where the public is not supposed to be admitted.

(10) A long distance telephone operator expressed every evidence of courtesy in completing a rush call to Chicago. She seemed unusually solicitous and with her helpfulness and close attention to my request, I contacted my party and finished the conversation very quickly. I have known for years that the telephone operators are a perfectly marvelous group in their determination that the "message must go through," but this was an outstanding exhibition of that Dallas spirit.

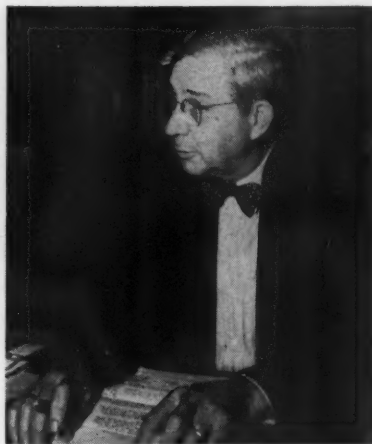
I had other experiences where that same much desired spirit was in evidence; but the foregoing offhand cases may be of passing interest to your splendid organization.

Perhaps you regard these as inconsequential and more or less routine. But I could not hesitate dropping you a line on the subject just to emphasize that it must be a joy for anyone to live in Dallas; to shop at its stores; to contact its citizens; and to partake of that spirit of cooperation, kindness and friendliness so much needed in the world today. No wonder Dallas has grown and is growing in moral, cultural, and physical stature, with a reputation now far-flung over the 48 states of our great country.

ARTHUR PERROW

220 South Michigan
Chicago.

JOSEF M. McBRIDE, formerly assistant general sales manager of Ansco, has been named Dallas branch manager.



New President. Frank K. Rader, professor of organization and finance at Southern Methodist University, has been elected president of the Conservative Life Insurance

Company of Wheeling, West Va., after acquisition of 95 per cent of the company's stock by Dallas Rupe & Son, investment brokers; Frank L. McNeny, realtor; and Rogers Lacy, oil and gas capitalist. Home offices of the Conservative Life, which has \$50,000,000 life insurance in force and resources of more than \$12,000,000, will remain in Wheeling but executive offices will be located in Dallas.

The company, now operating in 16 Eastern and Central states, will enter Texas and other Southwest states. Other Dallasites among the new officers include R. A. Ritchie, vice president and general counsel; Frank L. Cornwell, assistant secretary and treasurer; Rogers Lacy, chairman of the board; and D. Gordon Rupe, Jr., chairman of the executive committee. Directors include Messrs. Rader, Ritchie, Lacy, McNeny, and Dallas Rupe and D. Gordon Rupe, Jr.

Money Wasted

(Continued from Page 26)

The ad also pointed out that Dallas has a good supply of hardworking and efficient labor—especially handy at turning out B-24 gun turrets, it seems—and that the climate is ideally adapted to summer air conditioning.

The implication is that Dallas invites the East to move Southwest if it wants to be shed of the endless embroilments between the mine owners and their happy, carefree coal diggers.

Dallas is just wasting its dough. The East loves coal strikes. Every year it demonstrates that no inconvenience to its citizenry and no disruption of its economic processes are too great a price to pay for the privilege of watching the annual goon war between recalcitrant management and its sullen servants.

The East knows that while the owners and the unioners fight it out in a magnificent display of uninhibited oratory, nobody will ever be hurt by the innocent bystander, and he can take it.

Operators and miners may have their little differences over wages and hours and the like but when something big comes up they are fast to form a united front in adamant opposition to public convenience.

Dallas could have observed that, strike or no strike, the National Coal Association, the Anthracite Institute and the United Mine Workers were all in there pitching on one big issue: They had all entered protests against the disposal of the war emergency pipe lines to gas transmission companies who have submitted bids to buy them, and filed as intervenors

against the granting of certificates of public convenience and necessity, by the Federal Power Commission, to operate them.

At least, we suppose the East loves coal strikes. For while it listened in impotent respect to the charges and counter charges in the coal war, not one voice was raised to suggest that the interminable public brawling over the conditions governing production of an inferior fuel wasn't worth it, and how about using the idle pipe lines to bring in the wasted Texas gas and settle at least a part of the problem.

But nobody said a word, including the manufactured gas utilities that howled about their coal stock piles getting low; and a person would think they might have grabbed the opportunity to put in a word for natural gas, and how they would be proud to serve it.

So everything was quiet on the Eastern front and it was a good show; and the next time, Dallas, our advice to you is save your money because the dam Yankees are used to things the way they are and they just don't like change any more.

W. B. BATTLE, who joined the Texas & Pacific Railway in 1907 in the passenger accounting department, was transferred to the passenger traffic department in 1920 as rate clerk, and was made chief clerk in 1942, has been advanced to the new post of assistant to the passenger traffic manager.

Newest CABELL'S food store has been opened at Fitzhugh and Alcott.

Dale Miller

(Continued from Page 7)

cism directed against Congress for its subservient obedience to pressure groups is not entirely warranted. The subservience is there, to be sure, but the first law of political survival is getting re-elected to office, and a statesmanlike vote which is soon forgotten by the people affords little solace to a Congressman who becomes marked for slaughter by minorities who will bitterly remember.

The moral, of course, is plain. The time is here—urgently here—when the average American must discharge his duties, as well as enjoy his rights, in his democracy. He must organize for some political action of his own. He should give courage and strength to his own Government by his vigorous avowal to insist on legislation in the national interest and to support those Representatives who enact it. Good citizenship at home will produce patriotic statesmanship in Washington. There is no other way to get it.

Luscombe to Share Profits With Workers

An incentive-pay program for workers has been inaugurated by the Luscombe Airplane Corporation, under which their regular pay will be augmented by quarterly bonus payments, it has been announced by L. H. P. Klotz, president. One-third of all net profits of the company, before Federal income taxes are deducted, will be divided among the employees.

P. HOWARD FARLEY, who was recently released from the Army Air Forces, has been appointed superintendent of training for Braniff Airways. ROSS BYERS has been appointed superintendent of passenger relations.

PHOTOSTAT PRINTS

Southwestern Blue Print Co.

1801 Commerce Street Phone C-8084

Fully-Paid Investment Certificates Issued \$100 to \$5,000

Insured by Federal Savings and Loan Insurance Corporation, Washington, D. C.

METROPOLITAN BUILDING & LOAN ASSOCIATION

1400 MAIN STREET

R-5103



Automobile Accidents ARE UP 300 PER CENT

More and faster driving since the discontinuance of gasoline rationing last August has brought a sharp rise in motor vehicle accidents and has already forced an increase in automobile insurance rates.

According to recent reports, motor vehicle accidents in Texas increased three hundred per cent during the last five months of 1945 over the average for the two prior years. Automobile insurance loss ratios have increased to the point where most companies are still losing money on automobile insurance in spite of increased rates and more careful selection of risks.

This means that automobile insurance rates will go higher unless something is done, and done quickly, to stem the tide of motor vehicle accidents. Will you do everything you can to reduce the number and severity of motor vehicle accidents in your own operations?

WRITING: FIRE • WINDSTORM • HAIL • EXPLOSION
AUTOMOBILE • BURGLARY • COMPREHENSIVE LIABILITY
INLAND MARINE • PLATE GLASS • HOSPITALIZATION

HOMER R. MITCHELL, Chairman of the Board

A. F. ALLEN, President

INSURANCE

EMPLOYERS CASUALTY CO.

HOME OFFICE • DALLAS A Stock Company DISTRICT OFFICES IN:

ABILENE • AMARILLO • AUSTIN • BEAUMONT • CORPUS CHRISTI • EL PASO
FORT WORTH • GALVESTON • HARLINGEN • HOUSTON • LUBBOCK • MIDLAND
PORT ARTHUR • SAN ANTONIO • SHERMAN • TYLER • WACO • WICHITA FALLS

Tune in: KRLD—Dallas, KTRH—Houston, 12:45 P. M., WOAI—San Antonio, 12:30 P. M. Sundays.

50 CONCERNS JOIN CHAMBER; 43 INCREASE SUBSCRIPTIONS

MEMBERSHIP recruiting by the Dallas Chamber of Commerce continued to move ahead last month at a rate that, if maintained, will enable the Chamber to exceed the goal of 1,000 set for the year by the membership department.

While Lasso Club workers were bringing 50 new concerns into the Chamber's membership, 43 more old members increased their subscriptions, it was reported by Hugh Sawyer, membership department manager.

New members are listed below by firms, with addresses, representatives, and types of business:

Savoy Hotel, 1908 Commerce; Dr. V. A. Nichols.

Van Alen Hollomon, Majestic Theater Building; attorney.

Roscoe P. DeWitt, 2025 Cedar Springs; architect.

Julius H. Runge, 1106 Republic Bank Building; attorney.

Norman R. Crozier, Jr., 609 Southwestern Life Building; attorney.

DeBogory & DeBogory, 405 Republic Bank Building; Eugene DeBogory; attorneys.

Dolores' Bar, 307 North Harwood; Dolores Tully.

Olympia Linen & Towel Supply Service, Inc., 4008 Benson; George Elson.

Guardian Federal Savings & Loan Association, 1204 Main; J. Oran Carter.

Peggy Ann Button Shop & Schwartz Embroidery Company, 1405 Elm; Jack Schwartz.

Colony Grill, 1332 Commerce; Roy Kincaid.

Court House Club, 609 Main; Hugh T. Stone.

The Oaks, 738 Fort Worth; Tillman W. Tabor.

W. T. Henry, 410 Gulf States Building; attorney.

Herman Blum, 1708½ Commerce; consulting engineer.

C. A. Hale & Company, 2000 North Harwood; accountants.

Harp & Vera's Grill, 4548 McKinney; C. D. Harp.

Nelson Phillips, Jr., 808 Kirby Building; attorney.

Sanford, King, Estes and Cantwell,

1019 Republic Bank Building; W. H. Sanford; attorneys.

H. T. Bowyer, 610 Southwestern Life Building; attorney.

Dallas Southwest Company, 1126 South Haskell; R. P. Waite, distributors of frozen locker units.

Slick Airways, Inc., 931 Terminal; James M. Tuggle; air freight.

John Cox, 2408 Main; used automobiles.

George F. Cox & Company, 702 Gulf States Building; general insurance.

La Villa Roma, 2922 Maple; C. E. Bradshaw.

Mitchell's Famous Barbecue, 2118 Greenville; F. M. Mitchell.

Paul T. McMahon, 1702 First National Bank Building; attorney.

Culler & Evans, 911 Liberty Bank Building; George W. Culler; accountants.

James L. McNees, Jr., 822 Republic Bank Building; attorney.

Fisher Distributing Company, 1124 South Haskell; R. M. Fisher; refrigeration and electrical equipment.

J. P. Rice, 811 Republic Bank Building; attorney.

Storm-Vulcan Manufacturing Company, Inc., 2504 Commerce; A. L. Barnett; bearings.

Filterlite Manufacturing Company, 3315 Knox; E. A. Filter; venetian blinds.

J. A. Carey, agent, Washington National Insurance Company, 2107 North Harwood.

Hobart-Dayton Sales Agency, 2032 Commerce; E. F. Melick; food store equipment.

Simplex Time Recorder Company, 104 Construction Building; A. C. Woodman; manufacturer of time recorders and supplies.

Christensen & Christensen, 1327 Wood; George E. Christensen; architects.

Dr. Walter D. Taber, 4015 Bowser; chiropractic clinic.

Brogan & Jennings, 706½ Commerce;

TELEPHONE C-5721

Photographs

THOMAS K. CONE, JR.

1717½ Commerce

Dallas

PAINTABLE PERMANENT
ACOUSTI-CELOTEX
TRADE MARK REGISTERED U. S. PATENT OFFICE

Acousti-Celotex, America's most widely used sound conditioning material, is now available. It can be quickly and quietly applied and repeatedly painted.

Why not start first with a corridor or an office in your building? Let results show you what can be done about any noise problem you may have.

S. W. NICHOLS COMPANY
Acoustical Technicians and Contractors

DALLAS — T-3-2166

HOUSTON — CAPITOL 6020

Consulting Engineers

City Planning

and

Municipal Engineers

KOCH & FOWLER

RIVERSIDE 2533

Great National Life Bldg.

Dallas

L O O K I N G A H E A D W I T H H A G G A R



A Name That Wears Well

"Styled in Texas"... and "Styled to the trend."

Haggar's planned advertising promotions in Esquire

and other magazines are creating a still greater

demand for Haggar Slacks and Sportswear.

They tell a story of improvements and better values

in men's and boys' apparel. Finer tailoring...

...fine fabrics and consistent consumer demand is helping

Haggar build greater Dallas payrolls.

Haggar Company, Dallas.

H A G G A R

T R O U S E R S

Frank C. Brogan, manufacturers of dresses and sportswear.

Frank Brandt, Inc., 1104 Commerce; wholesale ladies' ready-to-wear.

Stromberg Carlson Company, P. O. Box 8081; E. V. Hyde, district merchandiser.

Gotham Manufacturing Supply Company, 1009 Elm; Sterling Brown; wholesale and retail milliners' supplies.

Bierner & Son, 1005 Commerce; Harold Bierner; millinery manufacturers.

E. M. Jones, Great American Accident Insurance Company, 2111 Eakin.

The Crandall Company, 1708 Commerce; P. J. Crandall; advertising agency.

Cooperative Errand & Distribution Service, 1800 Commerce; Frank W. Nail.

Texas Name Plate Company, 3500 Commerce; Tom Hampton.

Roxana of Texas, Inc., 2124½ Main; Edward Portfolio; manufacturers of coats and suits.

Green Brothers Manufacturing Company, 310 Wholesale Merchants Building; J. E. Green, wholesale children's wear.

William Andress, Jr., 208 Construction Building; attorney.

Additional firms which have increased their subscriptions to the Dallas Chamber of Commerce are listed below with the names of their representatives:

Acme Brick Company, 1214 McKinney; J. Hub Hill.

A'Mell Office Supply Company, 1201 Elm; A. W. A'Mell.

Perry Burrus Elevators, 2701 Alamo; Jack Burrus.



"Don't let that worry you; in your case, experience isn't necessary."

Continental Box Company, Inc., 1712 Laws; William Grimshaw.

Delta Air Lines, 530 Mercantile Bank Building; Allen V. Birmingham, Asher Lane, Jr., and James P. Leach.

Dixie-Sunshine Trailways, 2805 Logan; J. C. Riter.

Frank Duff Furniture Company, 1806 Greenville; W. A. Duffey and E. R. Albright.

Dunton's Cafeteria, 1609 Elm; Mrs. W. C. Dunton and Carlton Lawler.

Golman Baking Company, Park and Corinth; H. Nathanson and A. J. Golman.

W. A. Green Company, 1616 Elm; W. A. Green, Jr., Holmes Green, E. L. Pollock, R. E. Hill, and John Willis.

Haverty Furniture Company, 1713 Elm; W. W. Woods and G. E. McLelland.

The House That Service Built

★ MACHINE TOOLS

★ WOODWORKING MACHINERY

★ PORTABLE ELECTRIC TOOLS

★ INDUSTRIAL SUPPLIES



MACHINERY SALES & SUPPLY CO.

3405 Commerce Street

DALLAS

Phone R-6701

Henger Construction Company, 1600 Dallas National Bank Building; W. C. Henger.

Hunter-Hayes Company, 6102 Lemon; H. M. Hunter.

Jaggars-Chiles-Stovall, Inc., 522 Browder; T. L. Jaggars, R. H. Chiles and T. F. Stovall.

Klar & Winterman, 2310 Elm; Herman Klar, Jr., and Milton C. Justice.

Machinery Sales & Supply Company, 3405 Commerce; T. W. Patton, W. L. Dosterschill, and L. R. Pollard.

Magnolia Paper Company, 1813 Clarence; A. L. Medders.

Z. E. Marvin, Sr.; Republic Bank Building; Z. E. Marvin, Sr.; and Z. E. Marvin, Jr.

Maytag Southwestern Company, 1000 Munger; Walter Rogers.

Melton Printing Company, 411 Olive; Laurence R. Melton and Frank Melton.

Merrill Lynch, Pierce, Fenner & Beane, First National Bank Building; E. O. Cartwright and E. H. Hulsey.

Henry S. Miller Company, Southland Life Building; Henry S. Miller, Sr., and Henry S. Miller, Jr.

Hap Morse Bowling Alleys, 1515 Young; Hap Morse, O. R. Hoes, and George Schepps.

Neiman-Marcus Company, Main and

Ervay; Herbert Marcus, H. Stanley Marcus, Edward S. Marcus, Herbert Marcus, Jr., and Robert A. Ross.

New York Merchandise Company, 1110 Commerce; L. H. Selby, Arthur Dominus, and Ed H. Nitsche.

Orand Buick Company, 2108 Cedar Springs; J. B. Orand, H. H. Lacey, R. O. Field, D. A. Ross, and Frank Schmid.

Pittsburgh Plate Glass Company, Second Unit, Santa Fe Building; T. E. Jackson, A. W. Frost, J. R. Ray, J. C. Morrison, and H. D. Lynch.

Charles H. Platter & Company, Texas Bank Building; E. E. (Bud) Logan.

Pollock Paper & Box Company, 2236 South Lamar; Lawrence S. Pollock, Henry S. Jacobus, Leslie L. Jacobs, Chester Hodges, and Nate Molinarro.

A. J. Rife Construction Company, 1913 North Harwood; A. J. Rife.

Sanger Brothers, Inc., Main and Elm at Lamar; E. P. Simmons, C. W. Schwettman, V. R. Alley, Eli Sanger, and F. S. Roundtree.

Sewell Paint & Varnish Company, 1306 River; C. O. Johnson.

Shuttles Bros. & Lewis, Southland Life Building; R. H. Shuttles.

Southland Life Insurance Company, Southland Life Building; W. C. McCord, P. V. Montgomery, Lewis T. Car-

penter, Joe Woodward, and W. Ray Montgomery.

Southwestern Life Insurance Company, Southwestern Life Building; C. F. O'Donnell, T. L. Bradford, Jr., R. William Archer, E. G. Brown, and R. R. Lee.

Sweet Manufacturing Company, 1100 Commerce; A. A. Sweet.

Texas & Pacific Railway Company, Texas & Pacific Building; W. G. Vollmer, C. G. Hayes, A. J. Chester, and M. L. Craig.

Titche-Goettinger Company, Elm and Main at St. Paul; W. J. Brown, P. J. Venturine, Joe Suwal, Howard A. Froman, and Claud W. Walker.

Trinity Universal Insurance Company, Construction Building; Edward T. Harrison.

Vilbig Brothers, 2520 Paris; Charles A. Vilbig, John W. Vilbig, Sr., and John W. Vilbig, Jr.

Wilkins Trunk Manufacturing Company, 1109 Elm; Mrs. Winifred C. Wilkins and Edwin Wilkins.

Willard Hat Company, 714 Commerce; H. P. Willard and R. Tobolowsky.

Wyatt Metal & Boiler Works, 1901 West Commerce; Raleigh Hortenstine, John A. Wilson, M. F. Leavell, George P. Galvin, and Inge Grant.

"Greater Dallas Is Going Places"

Population . . . industry . . . payrolls . . . all have increased rapidly. Dallas' favorable location, transportation facilities, resources and manpower are assets equally attractive in peacetime as under war conditions. Dallas' fine citizenship encourages business and home ownership. Share in Dallas' great future. Consult a Realtor now for residential, business or investment property opportunities. Yes, if you want to go places with Greater Dallas . . .

Consult a Realtor!

DALLAS REAL ESTATE BOARD

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RIVERSIDE-3029



**A Realtor's Seal on a Realty Deal
Means EXPERT REAL ESTATE
SERVICE**

No one can use the term "Realtor" except authorized members of the National Association of Real Estate Boards. For your protection, Dallas Realtors certify their sales contracts and leases with this Seal—a symbol of integrity in the ethical handling of real estate transactions.

Business Opportunities

EDITOR'S NOTE: The Dallas Chamber of Commerce cannot guarantee any firm or individual mentioned in this column. All statements are those offered by the firms or individuals, and it is suggested the usual investigation be made in each instance.

The following individuals and firms are interested in representing Dallas manufacturers in their respective territories:

Russell A. Sefton Company, 438 West Twentieth, New York 11, N. Y.; desires to contact manufacturers for additional accounts.



DAD--

*protect them
by making
these plans
now!*

Ask for our pre-need forms now. Fill in the complete memorial instructions. No cost or obligation. Protect yourself and family in case of emergency.

PHONE C-9277

Ed. C. Smith & Bro.
MORTUARY, LTD.
Ross at St. Paul

C. P. Nevenheim, Fairbanks, Alaska; desires to contact manufacturers or wholesalers of various types of merchandise interested in wholesale representation in Territory of Alaska.

J. A. Fretwell Company, 117 West Ninth, Los Angeles 15, Calif.; wishes to represent manufacturers of furniture, toys, wheel goods and housewares.

H. B. Nussbaum, 22-23 Steinway, Long Island City, N. Y.

The Howard Importing Company, 38 West Twenty-Sixth, New York 10, N. Y.; men's and boys' leather jackets, work clothes, sweaters, trousers and sportswear.

The following individuals and firms are seeking representation in Dallas and vicinity:

Dale Vent-O-Sole Company, 60 East Forty-Second, New York 17, N. Y.; shoe ventilators (inner soles).

Torrance Products, 3022 Ibsen, San Diego 6, Calif.; "Topper" bottle caps.

Fred Varney & Company, 2300 Olive, St. Louis 3, Mo.; Varco products, recreational and sporting goods.

Allen Collets Manufacturing Company, Inc., 2-131 General Motors Building, Detroit 2, Mich.; parts for automatic screw machines.

American K.A.T. Corporation, 331 Madison, New York 17, N. Y.; all-colloidal water treatment for steam plants.

Shawnee Products, 521 Kansas, Topeka, Kan.; calfskin leather billfolds, watch straps, coin purses, pocket cases.

Frantz Industries, 2714 West Seventh, Los Angeles 5, Calif.; serving aids, cocktail bars, serving carts, tray stands,

duralumin tubing, and bakelite specialty items.

Caire Enterprises, Industries Building, 238 South Saratoga, New Orleans 13, La.; dry beverage coolers, deep freeze boxes, and reach-in refrigerators.

S. B. Whistler & Sons, Inc., 752-756 Military Road, Buffalo 17, N. Y.; dies and tools.

Coyle-McMorries Company, Inc., home equipment division, 916 Fifth, North, Birmingham 4, Ala.; desires exclusive dealer for metal folding awning.

There is no finer Investment
than fine Architecture

J. MURRELL BENNETT

**REAL ESTATE
LOANS**

CITY—FARM—RANCH

Long Term
Low Interest
Liberal Options
Prompt Service
No Charges

F.H.A. or Conventional City Loans. Commitments on building plans and specifications.

John Hancock
Life Insurance Company

Over 83 Years Friendly Service

E. H. DAVIS, Loan Agent
Dallas, Texas C-9066

THOMAS, JAMESON & MERRILL

ARCHITECTS AND ENGINEERS
810 COLLEGE AVENUE
DALLAS 1, TEXAS

New Name - New Location

Watch for Our
Announcement
In September Issue

ROGERS
Formerly
Rogers Printing Co.

1911 Canton
Riverside-5816

COMPANY

DALLAS Pioneers



BUSINESS CONFIDENCE Built on Years of Service

★ Old firms like old friends have demonstrated their worth through long periods of prosperity and adversity. The firms listed on this page have served Dallas through the years. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established

1869 PADGITT BROS. COMPANY
Leather Goods—
Wholesale and Retail

1869 THE SCHOELLKOPF COMPANY
Manufacturers and Wholesale
Distributors

**1872 DALLAS RAILWAY
& TERMINAL CO.**
Street Railway

1872 SANGER BROS.
Retail Department Store

**1875 DALLAS TRANS. &
TERM. WHSE. CO.**
Warehousing, Transportation
and Distribution

**1875 FIRST NATIONAL
BANK IN DALLAS**
Banking

**1876 TREZEVANT &
COCHRAN**
Insurance General Agents

**1876 FAKES &
COMPANY**
Home Furnishings

**1885 MOSHER STEEL
COMPANY**
Structural Reinforcing
Steel and Machinery Repairs

Established

**1889 J. W. LINDSLEY
& COMPANY**
Real Estate, Insurance

1889 METZGER'S DAIRY
Dairy Products, Wholesale
and Retail

**1890 WILLIAM S.
HENSON, INC.**
Printing and Advertising

**1893 FLEMING & SONS,
INC.**
Manufacturers—Paper and
Paper Products

**1899 DALLAS PLUMBING
COMPANY, INC.**
Plumbers

**1900 JOHN DEERE
FLOW CO.**
Agricultural Implements

**1902 CULLUM & BOREN
COMPANY**
Wholesale and Retail
Sporting Goods

**1903 DALLAS NATIONAL
BANK**
Banking



The beginning of retail trade in the Dallas area in the days of ox carts and wagon trains before the War Between the States is depicted by the artist's conception of the first Sanger Bros. store opened in McKinney in 1857. In 89 years, Sangers has grown to be one of the largest retail institutions in Texas.

Established

**1903 ACME SCREEN
COMPANY**
Ac-Ka-Me Products, Insect
Screens, Cabinets, Lockers,
Boxes and Venetian Blinds

**1903 REPUBLIC INSUR-
ANCE COMPANY**
Writing Fire, Tornado, Allied
Lines Automobile and Inland
Marine Insurance

**1903 FIRST TEX. CHEMI-
CAL MFG. CO.**
Pharmaceutical Manufacturers

**1904 ATLAS METAL
WORKS**
Sheet and Metal Manufacturers

Established

**1906 HESSE ENVELOPE
COMPANY**
Manufacturers of Envelopes
and File Folders

**1909 THE SOUTHERN
SUPPLY COMPANY**
Wholesale Hardware and
Industrial Supplies

**1911 GRAHAM-BROWN
SHOE COMPANY**
Manufacturing
Wholesalers

**1912 STEWART OFFICE
SUPPLY COMPANY**
Stationers—Office Outfitters

**1914 TEXAS EMPLOYERS
INSURANCE ASS'N**
Workmen's Compensation
Insurance



Won't Pack or Settle

Insul-Cotton's live, springy fibers possess unusual resiliency—they won't pack or settle. Once installed, Insul-Cotton stays fluffy and efficient throughout the lifetime of the building it insulates. Time or vibration will not pack it down—it actually *gains* in efficiency. Lightweight, easy to install, safe to handle, flame-proof, moisture and vermin resistant, Insul-Cotton offers decided benefits to both the architect, contractor, builder and dealer.

"Mounted cotton insulation has never been known to settle after installation."—Office of Distribution, War Foods Administration.

***Certified**—No other insulation except flame-proof cotton insulation made under Federal supervision can make this claim. The government tests and certifies all Insul-Cotton insulation. This protects you. INSL-COTTON EXCEEDS TECHNICAL REQUIREMENTS for approved insulation in FHA, FPHA and HH-1-528 specifications. Density pound per cu. ft. 0.875, Mean Temp. Fahr. 72°, Conductivity or (K) value 0.24.

A NATIONAL AUDIENCE FOR A BEST SELLER INSL-COTTON — Now Advertised from Coast to Coast

A consumer audience throughout the United States is now being told the story of Insul-Cotton insulation—it is being sold on the advantages of comfort and fuel conservation Insul-Cotton brings to their homes. This national advertising is making the name INSL-COTTON uppermost in the nation's mind as the ORIGINAL flame-proof, fire-retarding cotton insulation—it is creating new sales and profit for you.

INSL-COTTON DIVISION TAYLOR BEDDING MFG. CO.

The Originators of Flame-Proof
Fire-Retarding Cotton Insulation
TAYLOR, TEXAS

INSL-COTTON DIVISION

Taylor Bedding Mfg. Co., Taylor, Texas.

Gentlemen:

Please send specifications and full information on INSL-COTTON.

NAME _____

ADDRESS _____

CITY AND STATE _____

Am interested in: ☐ Distributorship ☐ Architect ☐ Contractor.

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for over forty years
we've been answering
this question . . .

How can we make it better?

We've answered the question by building better extractors, better cleaners, and better driers, anticipating the demands of the cotton industry for machinery that will help produce a better grade of cotton.

This ability for solving tough assignments won us the Army-Navy "E" five successive times for our production of war materials. Plans now call for the development and manufacture of a diversified line of machine products, thus expanding our services to other industries.

In the future as in the past, we will continue to answer, to the best of our ability, the question, "How can we make it better?"

Some of the Products Made by John E. Mitchell Company:

Cotton Ginning Machines
Liquefied Petroleum Equipment
Residential Heaters
Dental Laboratory Equipment
V-Belt Pulleys

JOHN E. MITCHELL COMPANY

18
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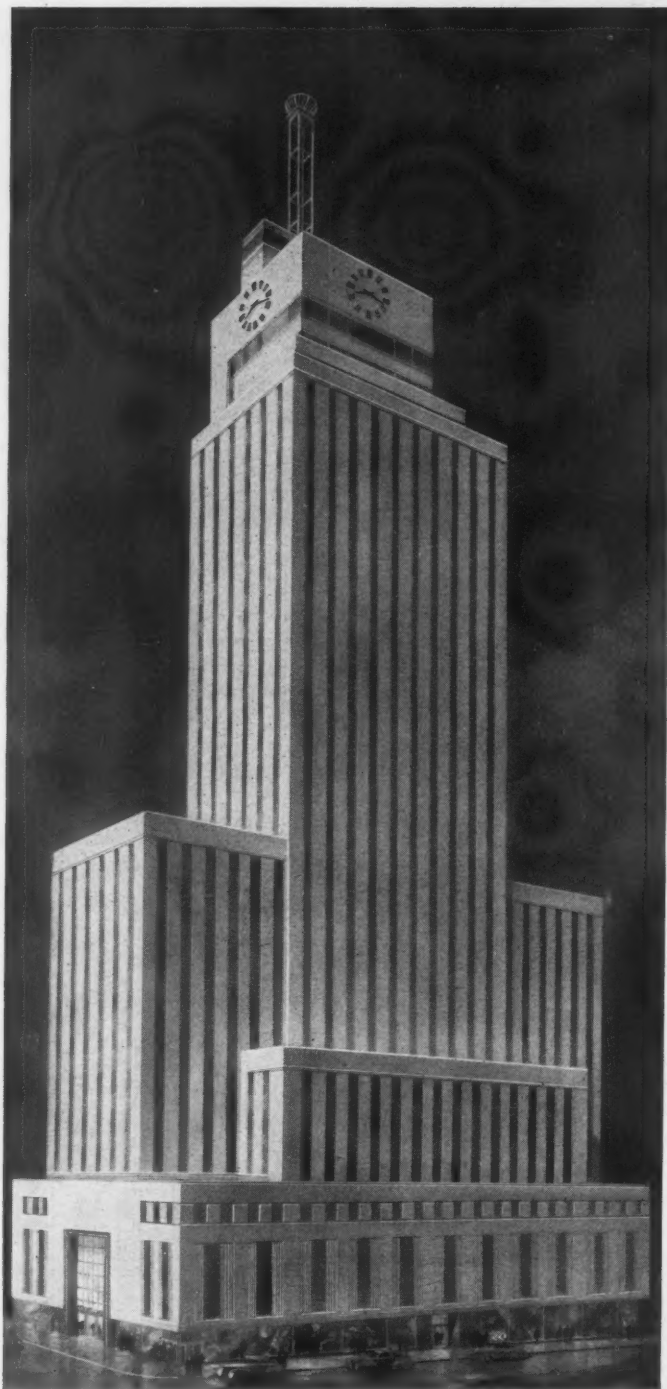
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Dallas Mercantile Nat'l Drive-In Deposit Banking Solves Parking Problem

Swelling post-war street traffic poses no problem to Dallas commercial depositors using the unique drive-in windows at the Mercantile National Bank. With parking facilities strained to the utmost, firms located beyond walking distance from the bank commend the foresight which planned this feature before it was a pressing need.

No newcomer, he, to practical innovation, banker Bob Thornton built deposit windows literally at the curb at the same time he elevated his Bank to the second floor of the Mercantile National's gleaming white 30-story tower which features the downtown Dallas skyline. Drive-in deposit accommodations highlighted architects' plans for this modern structure which houses a complete banking installation at the head of a modern dual escalator stairway.

A driveway through the functionally designed building from Commerce to Main Street carries the commercial depositor to the cages without turning around, parking or delay. Banking business is transacted without moving from behind the wheel.

A steadily increasing flow of satisfied users has marked this strategic departure from stodgy banking practice since its inception.

In 1944 an average of 1537 depositors per month drove into the building with their deposits. 2423 was the 1945 monthly average. For the first four months of 1946 the monthly average has been 3278 commercial depositors. The acceptance of this addition to a solid, complete banking institution is well evidenced by the steadily increasing number of depositors using this modern method of enjoying the advantages of the big, friendly downtown bank.

*Reprinted from
BANKER'S DIGEST
of May 20, 1946*

MERCANTILE NATIONAL BANK

Member Federal Deposit Insurance Corporation

RESOURCES OVER \$150,000,000

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